

HARDWARE AGE

a chilton publication

JULY 1, 1967

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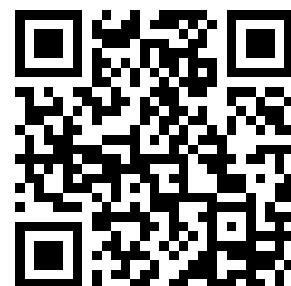
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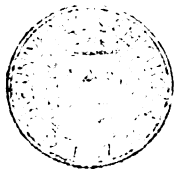
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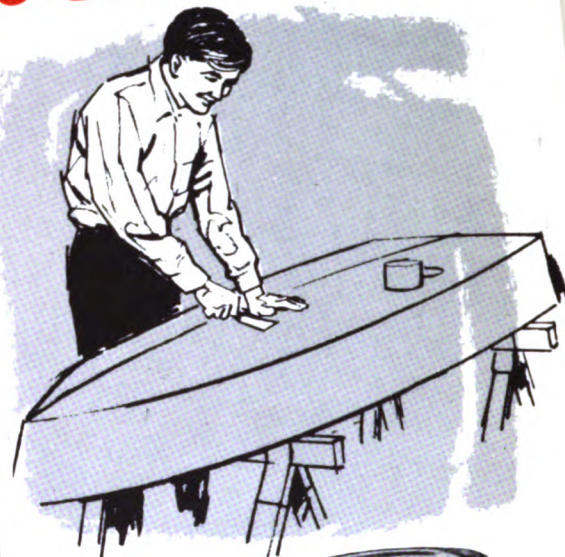
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What
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Mend it...



**MENDWOOD
WOOD
PLASTIC**



***Dries so strong it can
be sawed!***

Fills deep holes or cracks in
wood or metal with one
application! Molds like putty.
Adheres like glue. Dries to
tough wood-texture without
shrinking. Holds screws, nails.
Can be sawed or sanded.
Takes stain.

HARDWARE AGE

VOL. 200, NO. 1—JULY 1, 1967

WHAT'S NEW IN PRODUCTS & DISPLAYS

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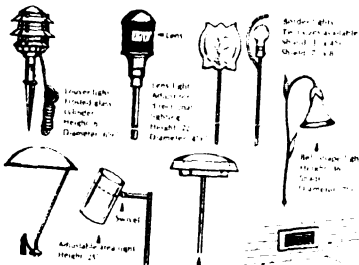
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Lift flap for Franklin Glue Co. advertisement

Want more facts on Franklin Glue Co.? Circle 500, p. 53

Want more facts on Franklin Glue Co.? Circle 600, p. 53

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HARDWARE AGE, July 1, 1967

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Get together with an Allstate Agent. He'll be happy to see you at your convenience, after hours or whenever you wish.

Now protect your hardware business with a special Allstate "package" policy (And save up to 20%)

Allstate, the company famous for low rates, now offers a Businessowner's "Package" Policy at substantial savings compared to what you might be paying now for similar protection under separate policies from most other companies.

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and expensive overlaps often occurring with separate policies.

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Contact your local Allstate Agent—at Sears, or any Allstate office. Allstate Insurance Companies, Home Office—Northbrook, Ill.

Savings somewhat less in a very few states. Program not available in Hawaii, Oregon, Texas.



You're in good hands with Allstate®

Want more facts? Circle 101, p. 53

Founded by Sears

HARDWARE AGE, July 1, 1967

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The Percentage Game

It isn't true that every time the hardware wheel spins it comes to rest on a winning number. But it is true that the winning number comes up often enough to make hardware a much better than even bet. Just about every time a hardware guy turns around he finds more evidence that his business is here to stay. Every time he turns over another rock, he finds another reason for optimism.

This optimism is much more than simple tradition, or loyalty to the trade, or an old fashioned "good feeling in the pit of the stomach." A happy belly is great, and every good business needs one. But every good business also needs to base its optimism on facts. The facts must come out of study, and research, and analysis. Hardware has the facts and a lot of people keep adding to them.

Case in point: Last week two separate reports came across my desk. They were unrelated, issued for different reasons, and sponsored by unaffiliated groups. But they were in the same ball park; and from the hardware man's point of view, they told the same story. They produced the kind of facts that build optimism.

First, the American Movers Conference tells us that one-fifth of our entire population picks up its household goods and changes address every year. That's 20%. It means that we have a complete household turnover every five years. Since there are about 58 million households in this country, there will be 11.6 million moves this year. More facts: Our population is growing by about 3 million a year, our households by about 750,000. Our population is shifting to a younger age level; and younger people tend to move more often than older people.

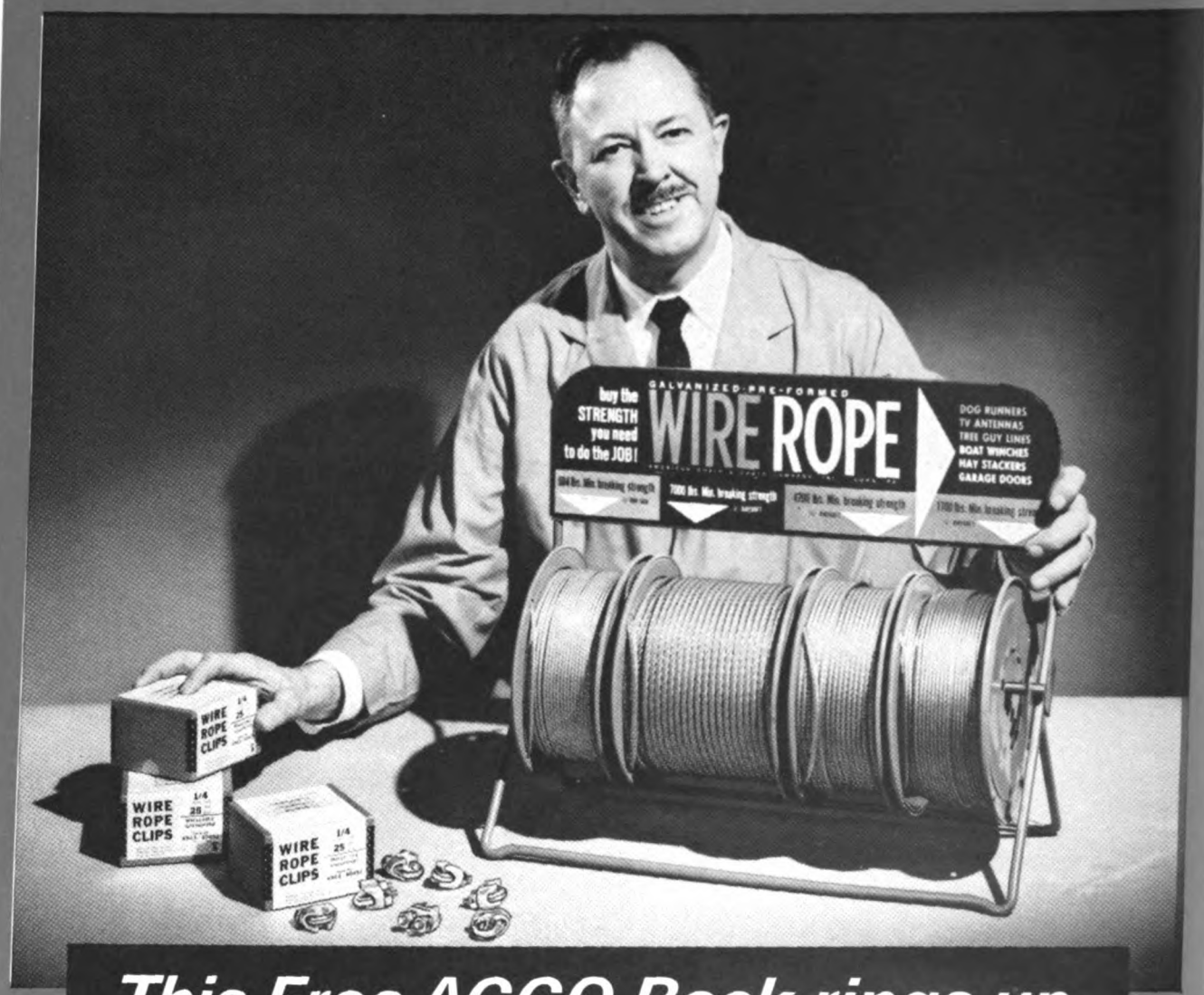
Second, a 24,000-family survey conducted by Kentile Floors, Inc., says that 45% of American home owners dislike their present homes. Among the dissatisfied families, 28% hope to buy another house; 64% plan to make home improvements, inside and out.

Neither study said a word about hardware sales; but of course both were all about hardware sales. Everybody knows that the new householder, and the home improvement family, are counted among hardware's better customers.

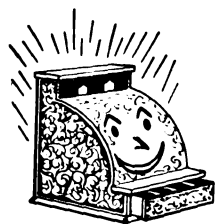
So the wheel spins and another winning number comes up. The facts prove, once again, that the percentages are with us. Heck, it isn't even a gamble. The wheel is rigged, in our favor—as long as we keep using the tools we have to play the percentages.

William A. Barbour

Editor & Publisher



This Free ACCO Rack rings up big sales of small wire rope



These popular small diameter ropes remind customers of countless indoor and outdoor uses: boat trailer winch lines, antenna and tree guy lines, dog runners, rope for overhead garage doors—to name just a few. And when displayed where customers can see them, you find yourself selling more rope than you ever dreamed possible! And at a good profit. Sturdy metal rack FREE with No. 62 Assortment is only 20" x 8", yet holds three reels of aircraft-quality wire rope and one reel of iron sash cord. Same assortment now available with alternate reel of *plastic covered* aircraft-quality wire rope.

And for an extra tie-in sale, don't forget to have Acco malleable wire rope clips within arm's reach of your rack.

ACCO offers you chain and attachments in all types of convenient packaging plus floor merchandisers; Maryland bolts and nuts; cotter pins; and wire rope merchandisers. Contact your distributor or American Chain & Cable, P. O. Box 792, York, Pa.

INDUSTRIAL SUPPLIES & MACHINERY GROUP

AMERICAN CHAIN & CABLE



Want more facts? Circle 102, p. 53

HARDWARE AGE, July 1, 1967

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MERCHANDISING NEWSLETTER

"SELL THE SECOND" CONCEPT--Take a page from the car dealer's book, advises GE's Willard H. Sahloff, and sell customers a second item in housewares. Two-car families are common. Families with a second appliance should be just as standard, believes the head of GE's Housewares Division. He reports that less than one family in four has a second iron, one in eight a second vacuum cleaner, under 10% have a portable and a stand mixer, households average less than two clocks apiece and less than 5% have more than one electric toothbrush or hair dryer. It's an open market for the dealer to prod sales people into making that second sale.

STAMP SLUMP IN '68? Use of trading stamps will skid as much as 30% next year. The decline will be accompanied by a brief but widespread spell of food discounting. L. W. Bell, Premium Practice magazine publisher, also pointed to a great need for new types of traffic-building premium promotions "to maintain sales volume for retailers who drop stamps and then find discounting won't support profitable operations."

MARKETING AND THE NEGRO. The spreading rash of race riots in the nation's big cities is "another signal to the marketing world," says the Center for Research in Marketing, Inc. The Peekskill, N. Y., Center says growing racial unrest points up a tendency "for corporations to ignore and forget the existence and special needs of the Negro market." The \$20 billion Negro market is concentrated in major cities. Businessmen can't overlook what racial unrest means "in terms of sales and distribution in . . . urban centers," added William Capitman, president of the Center.

"WATERRIGHT" HOMES--COMING STANDARD. The Plumbing-Heating-Cooling Information Bureau says an increase in water-using and pipe-connected equipment to provide extra comfort, convenience, pleasure, beauty and even "status" for the entire family is "one of the most solidly established trends in housing." There are about 50 products and systems that fall into this category, adds the Bureau. The list includes snow melting systems, built-in central vacuum cleaning systems, hot and cold water in heated garage, water conditioning equipment, entertainment sink with running water on patios, central air-conditioning, swimming pool, sump pump, automatic lawn sprinkling, etc.

WASHINGTON NEWS

JOHNSON MEN SPREAD THE WORD that taxes may have to be raised by a stiff 10%, not 6% as proposed earlier. A 6% surtax would yield about \$5 billion a year in additional revenue. Up until now, money experts believed this extra sum would pay for the faster pace of the war in Vietnam. But Mortimer Caplan, former Internal Revenue chief, is now talking up the 10% figure, and other Johnson officials are making it clear in their speeches a 6 % rise is now regarded as "not enough".

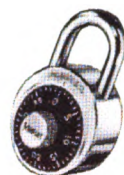
IT'S LEGAL for a manufacturer to control territorial marketing of his product if he retains ownership of the product, but not if distributors enter the sales picture. This is the gist of a new Supreme Court decision affecting all company sales practices that involve the transfer of title at the factory door to the distributor, the jobber, or the retailer. In the case before the Court, Schwinn Bicycles was found in violation of the law for trying to control sales territories on products actually owned by distributors. In addition, the Court held illegal Schwinn's policy of insisting that distributors or jobbers refrain from selling to dealers not on the company's approved list. Once a manufacturer has parted with title to a product, he gives up his right to dictating the terms of sale, the court said.

THE WHITE HOUSE AGAIN is keeping a close watch on price and wage increases with a view to imposing rigid ceilings if the rates of rise turn out to be excessive. Background: Some government economists fear that inflation, which has for years been running at a fairly constant figure of 3% to 4% a year, is gathering speed. If this hunch is right, some form of government controls may have to be brought into play. Government itself is actually contributing to inflation pressures by continuing to spend more than it takes in, thus necessitating new borrowing and at higher interest rates.

A GROUP OF MANUFACTURERS who own a company for marketing purposes may not allocate sales territories, the U.S. Supreme Court rules. In a 6-1 vote, the High Court struck down the marketing plan operated by Sealy, Inc., a combine of 30 bedding manufacturers. Sealy itself makes nothing. Its chief function is to market the products of the 30 manufacturers. The manufacturers had argued before the Court that they were compelled to unite in order to compete with larger companies. The Court refused to accept this argument, holding that the carving up of sales territories was illegal.



Master



adds the Power of NBC Television to help you sell more padlocks!

the TODAY SHOW



STARRING
HUGH DOWNS

2,576,000 VIEWERS

the TONIGHT SHOW



STARRING
JOHNNY CARSON

5,936,000 VIEWERS

plus Spectacular Ads in America's Top Magazines!



159,904,000 READERS

plus Powerful Radio Advertising From Coast-to-Coast!

NBC
WEEKEND
Monitor

16,100,000 LISTENERS



the
Jack Eigen Show

1,032,000 LISTENERS

IT PAYS TO SELL MASTER—WORLD'S MOST WIDELY ADVERTISED PADLOCKS!

Want more facts? Circle 103, p. 53

HARDWARE BUSINESS OUTLOOK

HOUSING FORECAST FIZZLE. Predictions that housing would really get up and go later in 1967 seem to be petering out. Although the National Assn. of Home Builders holds to its forecast of 1.2 to 1.25 million starts for '67, one NAHB economist says industry uncertainty is growing fast. Consumer fears about the economy's future account for most of the softness in the opinion of most analysts, says a June 14 Wall Street Journal article.

INTERNATIONAL BANKERS CONFIDENT that economic expansion in U.S. and other industrial nations will soon resume. The present slowdown won't be prolonged, predicts the Bank for International Settlements in its annual report released in mid-June.

CAPITAL SPENDING PLANS CUT BACK A BIT. American businessmen have reduced the amount they had planned earlier this year to spend on new plant and equipment. The latest capital spending survey by the Commerce Dept. and the Securities Exchange Commission found businessmen have sliced \$600 million from earlier budgets. The new survey shows outlays are expected to rise to a record \$62.4 billion. This would be 2.9% ahead of last year compared to the earlier forecast of a 3.9% projected gain.

RISING TIDE OF PERSONAL BANKRUPTCIES is leaving store owners with a bigger bag of bad debts. And it's likely to get worse. So says an article in the current issue of Jewelers' Circular-Keystone, business magazine for the jewelry trade. Last year the tide of personal bankruptcies surged to 192,354, the 13th year in a row that bankruptcies rose. The number will go still higher in 1967 with a loss to creditors of about \$1½ billion, the JCK article states.

SLOW '68 START FOR DETROIT? Automakers' plans for first 1968 model schedules don't indicate any spectacular start for the car industry. Neither does it look like autos will create a late summer steel buying surge, notes Iron Age magazine. Labor troubles also loom for the auto industry to further complicate matters, adds the metalworking weekly. The United Auto Workers' contract expires Sept. 6.

. . . Turn to page 82 for more news about How's the Hardware Business?

Trade On
This Trademark



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July 23 to 26

We Invite You...
to Mid America's Greatest Wholesale Market

for Louisville Wholesale Days—July 23-26

SEE OVER 300 EXHIBITS BY THE NATION'S LEADING MANUFACTURERS SHOWING IN OUR SPACIOUS DISPLAY FLOORS

Dealers who visit us during Louisville Wholesale Days will have the opportunity not only to view the more than 300 exhibits, but to become acquainted with the tremendous showrooms which Belknap maintains year round for our dealers' convenience. We are

looking forward to your visit and will do everything we can to make it a profitable as well as a pleasant occasion.

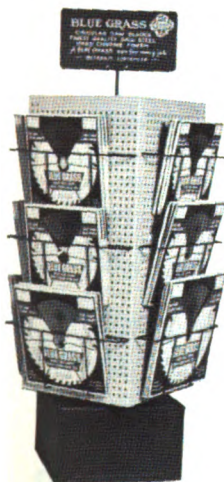
Attractive Market Prices

BELKNAP—Your Partner in Progress and Profits

3 popular **BLUE GRASS** sellers

BLUE GRASS CIRCULAR SAW BLADE DISPLAYS

Revolving display of metal construction. Pegboard metal type display board. Deluxe hard chrome blades for all popular electric saws.



SASH CORD

Pure thread yarns throughout, thread center, no loading. Perfectly braided with a smooth glazed finish. Shown: 100 ft. in hank. Sizes $\frac{3}{16}$ " to $\frac{1}{2}$ ".



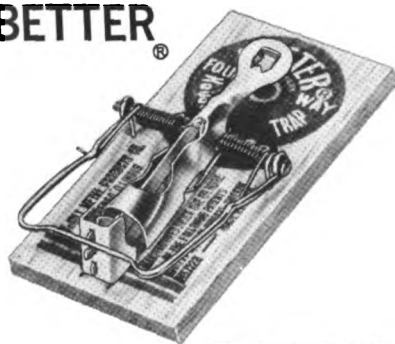
BELKNAP GARDEN HOSE CENTER

Versatile all metal display $18\frac{3}{4}$ " x $18\frac{3}{4}$ " x 68", ball bearing casters, water flow chart. Quality hose and sprinklers priced to sell.

BELKNAP HARDWARE AND MANUFACTURING COMPANY P. O. Box 28, Louisville, Kentucky 40201

Want more facts? Circle 104, p. 53

you
can't
beat
BETTER



unless
you
buy
BEST



(... and you **CAN'T MISS** with any **McGill** Trap)

While others may use these words in making advertising boasts, **CAN'T MISS, BETTER** and **BEST** are trademarks of McGill Mouse Traps. Even more important, these trademarks have become synonymous with the quality inherent in every McGill Trap... quality that assures **BETTER** customer acceptance and the **BEST** possible turnover for consistent profits.

Feature for feature, from the **BEST** construction in the industry to **BETTER** packaging and merchandising, you are **BEST** prepared for **BETTER** trap sales with the McGill line. It's true McGill traps cost more to make, however; they are priced competitively and give your customers more for their money. Be sure of providing **BETTER** customer satisfaction by offering the **BEST**... mouse traps by McGill. Consult your wholesaler for details.

McGill

...the **QUALITY**
line to **PROFIT**

McGILL METAL PRODUCTS
COMPANY
MARENGO • ILLINOIS

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HARDWARE AGE

Vol. 200, No. 1

July 1, 1967

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Hardware Age was established in 1855 succeeding and embodying "Hardware," New York; "Stove and Hardware Reporter," St. Louis; "Western Hardware Journal," Omaha; "Iron Age Hardware," New York; "Hardware Reporter," St. Louis; "Hardware Salesman," Chicago; "Hardware Dealers Magazine," New York; "Good Hardware," New York; "Your Business," Philadelphia; "Hardware World," San Francisco. Title registered in U.S. Patent Office.

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We mean "world's finest". Three blades of Razor-Blade Stainless™, hand-honed, hand-edged. Sharp enough to shave with... strong enough to skin a deer. Hand-made by one of America's oldest cutlery manufacturers. Stagion™ handle guaranteed for the life of the knife.

Each "Uncle Henry" is registered in the owner's name via serial number. Knife is replaced if lost within a year. Knife is also lifetime-guaranteed against defective workmanship or material.



"Uncle Henry"
Gives You a Selling Edge

Cut out your share of pocket-knife profits with free "Uncle Henry" selling aids:

- ☐ New "show and tell" counter display.
- ☐ Hard-selling newspaper ad mats.
- ☐ Colorful window streamer.

Backed up by national advertising.

Call your wholesaler... this is a hot one!

From the makers of famous
Old Timer® knives

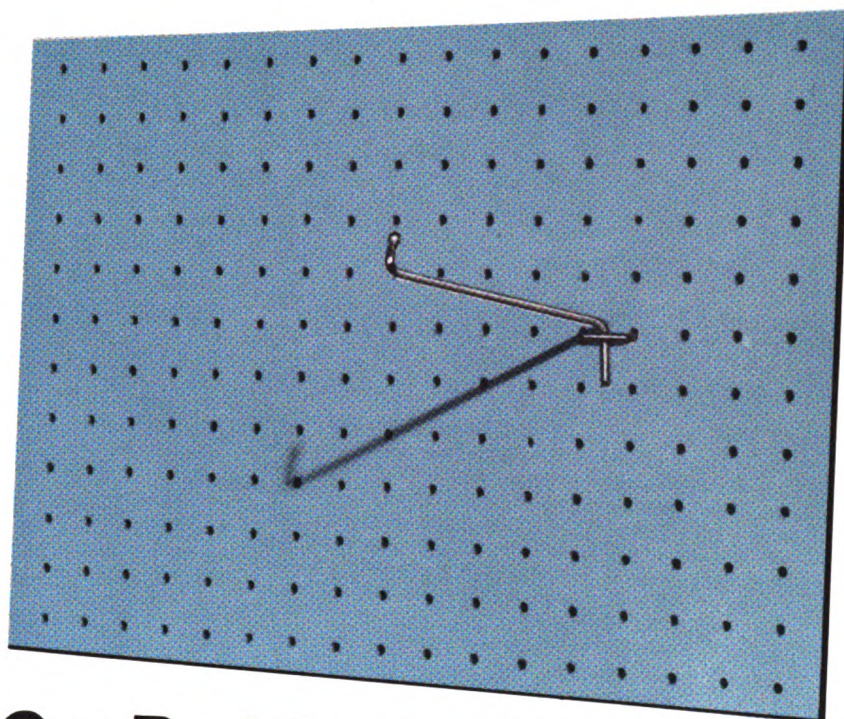
Schrade Walden

Ellenville, New York
Div., Imperial Knife Assoc. Co's.

Want more facts? Circle 106, p. 53

HARDWARE AGE, July 1, 1967

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**Our Red Breast Whisk
moves a lot faster
than some people think.**



It's easy to overlook this "Plain Jane" palmetto brush. No fancy glamour, no rah-rah, no wild colors, not even any radical change for lo these many years. It just hangs there and sells. ■ From time to time, we've thought about jazzing it up. We've made up different sizes, tested different materials, experimented with different constructions. But about the only thing that's ever "taken" has been an occasional re-styling of the display shield to increase eye appeal. Our Red Breast Whisk seems to be one of those rare birds indeed . . . a product that was right from the start. ■ Which, we suppose, is why it keeps turning out

steady profits for retailers year after year. For 89¢, it delivers 89¢ worth of handy clean-up power to the consumer . . . a fair enough deal. ■ If you feel a little silly for having forgotten to restock, don't. Your Oxco Jobber is even more embarrassed for having forgotten to remind you.

OXCO BRUSH

Division of VISTRON Corporation
FREDERICK, MARYLAND 21701 U.S.A.

HARDWARE AGE NEWS

1967 Hardware Age Directory Offers Trade 100% Verified Data On Sources Of Supply

The all new 1967 Hardware Age Directory Issue, to be published July 15, will be the hardwareman's desk-top guide to product information—the only complete source of supply directory in the trade.

Combining long publishing experience with the latest communications techniques, the new Directory issue will serve as a 100% verified source of product information, as an ordering reminder, inventory guide, and as a blueprint for store planning.

Among the many new features of the 1967 Directory are new, larger pages and a new product classification system.

The new size pages are designed for quick, easy reference to both editorial and advertising material.

The new classification system provides a listing and index of every product distributed through the trade. Every manufacturer will be listed under the product heading of every product he makes. The entire issue will be tied together with a comprehensive product index and manufacturer-wholesaler index.

Manufacturers' product listings will be grouped under eight major product departments, arranged much like a store—by department. The eight major departments are: Hand and Power Tools; Hardware; Housewares; Lawn, Garden and Farm; Paint and Wall Covering; Plumbing and Electrical; Sports and Toys; and Store Equipment. This section of the Directory will be printed on "White" pages.

In addition, there will be a "Blue" and a "Yellow" section.

The "Blue" pages will contain a master index in front of the issue listing alphabetically every product known in the industry. All products

will be cross-referenced for quick, easy location.

The "Yellow" pages will carry an alphabetical list of all manufacturers verified for the "White" section. Each listing will include the manufacturer's complete address and phone number.

Also, all full-line wholesalers, and their branches, will be listed along with complete address and phone numbers. These wholesaler listings will be arranged by state and city.

Putting together such a comprehensive, informative Directory is a complex, demanding task. It requires a perfectly coordinated force of people and machines, un-

(Continued on page 97)

Stephenson Elected AMF Subsidiary Head

Stanley J. Stephenson has been elected president and chief executive officer of AMF Western Tool, Inc., Des Moines, Iowa, a subsidiary of American Machine & Foundry Co.

Mr. Stephenson, who was vice-president and general manager of the sporting goods division of another AMF subsidiary, W. J. Voit Rubber Corp., Santa Ana, Calif., succeeds Guy F. Campbell who resigned.



STANLEY J. STEPHENSON



WILLIAM O. AUSTIN

Red Devil Appoints Austin VP-Marketing

William O. Austin has been appointed to the newly created post of vice-president-marketing for Red Devil, Inc., Union, N. J.

Mr. Austin joined Red Devil as district sales manager in 1950 and became national sales manager in 1958.



JULIUS FRIEDMAN

Progress Lighting Appoints Friedman

Julius Friedman has been appointed executive vice-president of Progress Lighting, Philadelphia, a division of Lighting Corp. of America.

Mr. Friedman, who was vice-president—administration, joined Progress in 1959.

Firm Changes Name

The Electric Storage Battery Co., Philadelphia, today became known as ESB, Inc.

Cotter May Expand Into Kansas City

Next expansion of Cotter & Company may come in Kansas City.

A warehouse for Kansas City is reported to be in the planning stage and the company has been looking around. A year or more would be required to stock and get a warehouse in operation after a facility is selected.

The Chicago-based dealer-owned wholesaler has warehouses in Cleveland, Philadelphia, and Dallas.



LEON CRANDELL

California Wholesaler Names New Salesman

Leon Crandell has been appointed sales representative for the Bishop, Calif.-Reno, Nev. territory of America Wholesaler Hardware Co., Long Beach, Calif.

Mr. Crandell was employed by Mammoth Lumber & Supply, Mammoth, Calif.

True Temper To Sell Bronson Tackle Line

True Temper Corp., Cleveland, will handle national and international sales for the Bronson-Actionrod tackle line of Bronson Specialties, Inc., Bronson, Mich., effective today.

The two companies have entered into an agreement which gives True Temper the option to purchase the Bronson tackle operation.



DAN BRYAN

Bryan Named Skil Corp. Merchandising Manager

Dan Bryan has been named merchandising manager for Skil Corp., Chicago.

Thomas P. Ward, vice-president of international operations, has been elected a director of Skil Corp., Chicago.



R. C. MAITLAND JR.

Virginia Wholesaler Appoints Sales Manager

R. Clayde Maitland Jr., has been appointed sales manager of Virginia-Carolina and Richmond Hardware Companies, Inc., Richmond, Va., wholesaler.

Mr. Maitland joined Richmond Hardware Co., one of the predecessor companies of Virginia-Carolina and Richmond Hardware Companies in 1961 as a sales representative.

Moore-Handley Opens Distribution Center

Moore-Handley, Inc., Birmingham, Ala. wholesaler, opened a new distribution center in Tucker, Ga., on June 12.

The company served customers in the Atlanta area from its warehouse located at 597 Cooledge Ave., N. E., since 1960. Another distribution center was opened in College Park, Ga.

The new warehouse and sales office is located at 3602 Lawrenceville Highway in Tucker. The facility is comprised of 28,000 sq. ft. of warehouse space and an additional 4,000 sq. ft. of adjacent storage sheds.

Conchemco To Purchase Screw Machine Products

Conchemco, Inc., Kansas City, Mo., has agreed to purchase for cash the principal assets of Screw Machine Products, Inc., Wichita, Kans.

Screw Machine Products will continue operations in its present facilities for the immediate future but Conchemco plans to house the company at its Western Control Division in Wichita early in 1968.

50,000 Jam The Amphitheatre Looking For Show Specials And New Products

The biggest housewares show yet, representing over 1,143 exhibitors, was also the hottest one on record with temperatures ranging in the 90's. The show that was expected to have compensated for the January disaster was in many cases less than favorable for manufacturers.

The earliness of the show and the sizzling heat due to the lack of adequate air conditioning in the Amphitheatre made it difficult for buyers to concentrate on fall promotions. Buyers were anxious to see new products but many left the show early, hot and disappointed. By Wednesday, the third day of the show, the attendance was spotty at best.

Many buyers were more interested in price specials than in purchasing new items at this time of the year. Electric knives and two-coat Teflon items were top contenders in special pricing as manufacturers tried to make room for new merchandise.

The introduction of many more items as price controlled merchandise was a welcomed addition by profit-

minded retailers. For the most part these were steady volume products rather than top-of-the-line items which have not been thoroughly tested on the consumer level.

And, in an endeavor to maintain stock controls many retailers are dealing with fewer suppliers. The first half of the year has been far from good for many retail outlets. The second half is expected to be much better but most buyers are not taking any chances on being overstocked. Buyers came to the show expecting to see a lot more price specials and really new items. In many instances, they left for home with spec sheets rather than carbons of orders.

But, all was not dismay at the show. Many manufacturers were able to get large orders for their new products, and there were at least a few new items.

As stated in HA June 1 issue, avocado green in a variety of shades was the big color at the show, in everything from plastic sink accessories to electrics and cookware. You name it, if it's for the kitchen, it's now available in some green hue.

New electrics, especially personal care items, were shown in fashionable pastel plastics. Colors ranged from lavender and aqua to pink and yellow.

Slimline toasters, 42 vent steam irons with durable press settings, electric corn poppers, console humidifier models, 12 and 14 speed blenders, facial saunas, hard top portable hair dryers were all fighting for the new product spotlight.

Home entertainment equipment was represented by recorders, cassettes, transistor radios in some interesting combinations.

High intensity lamps with clock bases or cigarette lighter combinations were among

(continued on page 96)



WILLIAM C. KLIMACK

Geo. Worthington Co. Appoints 2 Salesmen

William C. Klimack and Paul Schenck have been named sales representatives



PAUL SCHENCK

for The George Worthington Co., Cleveland wholesaler.

Mr. Klimack will serve the Lancaster, Ohio, territory while Mr. Schenck will cover the Pontiac, Mich., area.

Associate Dealers Organization Formed For Moore-Handley Merchandising Program

Moore-Handley, Inc., Birmingham, Ala. wholesaler, has decided after a careful study of the present trend of hardware business in and around metropolitan Birmingham, to conduct a market testing and development program with emphasis at the retail level.

The object of the program is to gain as much knowledge and experience in promoting and selling as possible to become better equipped to help the firm's customers to compete in today's changing market.

As a result of the investment and time spent in the development of the new program a spokesman noted that much can be learned to help the retail dealer in all places where the company sells.

W. W. French, president, and W. P. Wilson, vice-president, merchant sales, stated that the following program aims have been set up to accomplish these goals for broad assistance to dealer customers.

1. Advertising and promoting to gain increased store traffic.
2. A proper spread of quality merchandise.
3. Competitive pricing for profit.
4. Displaying for consumer appeal.
5. Better consumer finance program.

6. Improving and developing services the customer wants, such as installations and repair services.

Prior to embarking on this new program, Moore-Handley announced these plans to all their dealer customers, and particularly invited the dealers in Jefferson and Shelby Counties to join with them in this market development program.

The response from the dealers has been very good. Ten selected dealers in the metropolitan Birmingham area associated themselves with Moore-Handley in this operation. Many others are arranging to join.

Dealers who joined the program to advertise and promote as a strong independent merchandising group to consumers in the area are:

Brasher & Sons Home & Hardware Supply, Cahaba, Heights; Buddy Sparks Hardware, North Birmingham; Farris Building Supply, Alabaster; Green Hardware & Supply, Bessemer; Bird Supply Co., Calera; Baldwin Hardware, Ensley; B. Y. Williams Hardware, Midfield; Montevallo Lumber Co., Montevallo; Vestavia Hardware & Home Supply, Vestavia; Benson Hardware Co., Wylam, and the three Moore-Handley distribution centers at Pelham, Bessemer and West Gate.

Central States Club Holds 29th Golf Party

Bud Banko of General Electric Co. and J. D. Allen, H. B. Sherman Mfg. Co., were the top winners in the 29th annual golf party sponsored by the Central States Hardware Club at the Glendale Country Club, Bloomington, Ill.

Mr. Banko took low gross honors while Mr. Allen was tops in low net. C. J. Cerwonke Jr., Behr-Manning Co., was second to Mr. Banko. Al Cote, Rockwell Mfg. Co., was runner-up in the low net division. J. H. Lopakka, Rockwell Mfg. Co., had the third low gross.

Also presented with cups were H. Taylor, Hartwig-Hartoglass, Inc., third low net; Alex Parda, North & Judd Mfg. Co., fourth low net; Cliff Ruedsill, Turner

Corp., fifth low net; Luke Ward, Russell, Burdsall & Ward Bolt and Nut Co., sixth low net; Rich McClaren, Black & Decker Mfg. Co., seventh low net, and George W. Paxton, Gerwin Industries, Inc., eighth low net. Guy Anderson, Clark & Barlow Co., won the special club gift.

R. J. McKenna Named By Bostwick-Braun

Richard J. McKenna has been appointed to the new position of assistant manager of the J. T. Wing Division of the Bostwick-Braun Co., Toledo, Ohio wholesaler. The division is located in Detroit.

Mr. McKenna was with the Toledo Plate & Window Glass Co., Toledo, a subsidiary of Bostwick-Braun, for the past 20 years.



BURNELL BROWN

L. R. Nelson Mfg. Co. Appoints Brown V. P.

Burnell Brown has been named vice-president of the Hardware Division of L. R. Nelson Mfg. Co., Peoria, Ill., in one of three executive appointments.

John McCavitt will serve as vice-president of the Irrigation Division.

Richard Hanson, chief engineer, has been appointed vice-president, engineering, research and development.

Bruce Smith is the new vice-president, manufacturing.

Simplicity Mfg. Names Merchandising Manager

Richard P. Scherer has been named to the newly created position of merchandising manager for Simplicity Mfg. Co., Port Washington, Wis.

Mr. Scherer was employed at McGraw Edison Co., Power Systems Div., Milwaukee, in new products sales and marketing.

Rockwell Mfg. Sells Republic Operations

Rockwell Mfg. Co., Pittsburgh, has sold its Republic Manufacturing operations in Chicago to Beckman Instruments, Inc., Fullerton, Calif.

The sale did not include the valve portion of Republic's business which is being transferred by Rockwell to a valve plant in Raleigh, N. C.

Republic will continue activities in Chicago as the Republic operations of Beckman's Process Instruments Division.

Stevens On Board Of Lufkin Rule Company

Harold A. Stevens, vice-president, sales of Lufkin Rule Co., Saginaw, Mich., has been elected to the firm's board of directors.

Mr. Stevens joined Lufkin in 1964. He was formerly associated with True Temper Corp., Cleveland, as vice-president and general manager of its Hardware and Fishing Tackle Division.



H. A. STEVENS

Oster Mfg. Co. Elects G. W. Orr To New Post

G. W. Orr has been elected executive vice-president and marketing manager for the John Oster Mfg. Co., Milwaukee.

Mr. Orr, who joined Oster in 1952 as sales manager, was vice-president of marketing.

Parker-Kalon Elects Two Vice-Presidents

William L. Conover and Alfred Battagliero have been elected vice-presidents of Parker-Kalon Corp., an affiliate of United Shoe Machinery Corp.

Mr. Conover was elected vice-president of marketing and Mr. Battagliero vice-president of manufacturing.

Emhart Div. Appoints Brierley Sales Manager

Vernon H. Brierley has been appointed to the newly created position of general sales manager for the Corbin Cabinet Lock and Safe Hardware Division of Emhart Corp., New Britain, Conn.

He was eastern sales manager of Corbin Cabinet Lock.

For More News of the Trade Turn to Page 92



Inventory cutters

Introducing Two New Primers

Now, with just two *new* Du Pont primers, you can offer your customers the ease and convenience they want in a primer. For *any* outside priming job, metal or wood.

New LUCITE® Latex Wood Primer is ideal for priming the bleeders: redwood, cedar, mahogany or fir plywood. This versatile primer dries in one hour eliminating the usual 2-3 day wait for the primer to dry—and the top coat can be applied almost immediately.

New DUCO® Fast-Dry Primer is the first latex primer for use on *all* metal surfaces, including bronze and brass. And because of its latex formula it dries in 30 minutes. Which means your customers can prime and paint in the same day.

Stock these two new easy-to-use primers from Du Pont . . . leading innovator of new products. And clear your shelves. For action.

Now it's your move. Write to: John E. Sly
E. I. du Pont de Nemours & Co. (Inc.), Room 4766-I
Nemours Building, Wilmington, Delaware 19898


Want more facts? Circle 108, p. 53

**Keep moving
with LUCITE®**



Better Things for Better Living
... through Chemistry

the Ultimate!



PEERLESS
SINGLE HANDLE FAUCETS

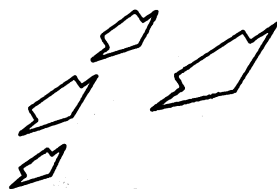
YESTERDAY

TODAY

IF PRODUCT OR PERFORMANCE DEFECTIVE
★
Good Housekeeping
GUARANTEES
REPLACEMENT OR REFUND TO CONSUMER

Years of satisfying-dependable service . . . and priced to fit any budget. Control both hot and cold water with just one hand . . . effortlessly! Easy to install (do it yourself) . . . and available at leading retail, hardware and department stores.

Free literature upon request . . .
PEERLESS FAUCET COMPANY • 2800 TYLER ROAD • YPSILANTI, MICH. 48197



Shown above is one of the series of national ads that are appearing in Good Housekeeping Magazine to aid you in the sale of the new fabulous "Peerless Single Handle Faucet". . . five years in the design and development by the world's greatest authorities in single handle faucet excellence. All models available for immediate delivery!

Shown at right is the most advanced-proven merchandising packaging ever offered to a plumbing item. It is specifically created for those who want to "merchandise" a leader.

Free . . . full color literature available upon request:

PEERLESS FAUCET COMPANY • 2800 TYLER ROAD • YPSILANTI, MICH. 48197



Look! Open up! ...to 8 new ideas from General Electric to make you more Christmas light profits!

(plus 19 added profit-makers... already in-store-proved!)



Sell 'em fast and easy MERCHANDISERS

*Prepacked... Sales proven
... Build your volume
and profits.*

#48 LIGHTED ICE
DISPLAY



#308D—STANDARD
BULB DISPLAY

#196 NEWER BULB
DISPLAY



#27 SET DISPLAY

#988 BULB DISPLAY

#48 Lighted Ice display Brings you extra profit dollars! When customers see Lighted Ice, they buy! The most beautiful Christmas bulbs in the world! Self-shipping display sets up in seconds... holds 48—D30 bulbs individually price marked and packed in strips of 4, with break-apart perforations (encourages multi-unit sales). Suggested retail: \$13.92.

#308D Fits shelf, table or counter. Adjustable easel. New bulb mix reflects latest customer demand. Contains: 32-C6; 216-C7½; 60-C9½. In price marked 4 lamp packs, assorted colors. Shipping weight 7.2 lbs. Suggested retail: \$38.53.

#196 Mate for #308D and for multi location use. Features the newer extra-profit bulbs: 32-D15; 60-D23; 60-D26; 32-D27; 12-D30. In price-marked 4 lamp packs, assorted colors, except for D30. Shipping weight 6.4 lbs. Suggested retail: \$35.90.

#27 Set display

Set sizes are matched to consumer purchases. Easy to set up. Mass display impact from "family" design, self-selling G-E set packages. (Easy to re-stock) Holds: 12-L7 10; 10-L7 20; 3-L9 15; 2-L9 25. Sold out again in '66—so it will pay to order yours soon!

#988 Replacement bulb display

Bulb selection based on latest consumer demand... balanced for sellout. Sets up fast... no need to shift stock. Puts extra-profit bulbs at eye level... to move 'em faster. Holds 988 G-E bulbs: 32-D30; 32-D15; 32-D27; 112-C9½; 128-D23; 112-D26; 468-C7½; 72-C6. Assorted colors only... in price-marked packs that save clerks' time. From little more than 3 sq. ft. you get a mighty good profit. Suggested retail: \$142.15.

Bring-'em-in-buying to your store ADVERTISING

You'll cash in on advertising that blankets your trading area... builds **your** store traffic and sales with consumer preference for G-E. And remember only G-E gives you a top line that sells in volume at profitable prices, plus merchandising ideas to help you move goods profitably; plus packaging that cuts your costs. **You** profit from all these when you order and display G-E Christmas lights!



Miniature Lamp Department, General Electric Co., Nela Park, Cleveland 12, Ohio

GENERAL ELECTRIC



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HARDWARE AGE

LIGHT UP FOR PROFITS



ELECTRICAL—
Magic market for traffic

LAMPS/BULBS—
Light up your profit picture

LIGHTING FIXTURES—
Where the profits are

Electrical...

Ask the next hundred customers in your store how they are fixed for light bulbs. Or, for fuses.

Chances are they don't know. Some customers may have a hazy idea that there may be a fuse or two by the switch box, and that there is a cardboard box by the work bench or in the fruit room with some light bulbs. A few customers may relate annoying experiences of a fuse blowing and not having a replacement, or of vainly looking for a three-way lamp bulb when the floor lamp failed during a bridge game.

All this illustrates a point. Your electrical section contains merchandise that offers a wide range of merchandising and promotional opportunities. There are some items, like lamp bulbs and fuses, necessary to keep the home going and for which a customer usually maintains a reserve stock. There are some items, like fixtures, which have style value, where price is completely secondary to decorative values. And there are some items, like junction boxes, wiring, that are utilitarian.

What makes an electrical department tick?

Here is a three-part answer from Rickel's, with six stores in northern New Jersey:

Broad lines.

Mass displays.

Fixtures lighted.

Broad lines a must. Broad lines includes breadth and depth of merchandise. Check the

catalog of suppliers and you will find a terrific list of items. Take light switches. One wholesaler's catalog lists 33 numbers.

The electrical section is one area of your store where the rules of turnover may not apply. There are some numbers that move rapidly. For instance, light bulbs in the popular wattages, also extension cords and similar items. But there are other numbers on which action may be limited to a few sales a year. Yet, your electrical section is a service operation. Fluorescent light tubes are needed far more often than lamp starters. But when a customer needs a starter your store needs to have one and right now.

The key to broad lines is a careful basic stock list for your store with additions to the list as customer demand shifts in your market area, plus a well followed inventory control plan.

Broad lines, also, are vital to upgrading a sale. Limit the number of selections offered a customer and you severely limit your sales opportunities. Offer a broad selection and you can increase the size of the sales slip because you have higher priced items to suggest.

The range of fixtures for the ceiling of the dining area illustrates the point. You can offer fixtures in the \$5 and under price bracket—a fixture that holds a few bulbs plus some sort of shade. You can offer fixtures that break above the \$150 and up price bracket.



magic market for traffic

Now if you limit your fixture selection to a few number of the lower price items—around the \$5 price—that's it, and you are not going to make the \$100 and \$150 sales.

As a general rule, broaden your lines by having price ranges within type of fixtures, and by having fixtures in a number of type ranges. A customer interested in spending his top dollar on a simple ceiling fixture might go for the lower end number on a pull-down fixture.

Now sales on the top of the type of fixtures may be few but these higher priced numbers move up a sale. Offer a customer a choice of fixtures at \$5, at \$10, and \$15, and the \$15 number becomes the high priced number. But add a fixture at \$20 or \$25 retail, and that top-of-the-line \$15 fixture now becomes the middle of the line.

Mass displays promote sales. Mass display is becoming basic to creating an impression that a store is in business. There is a given amount of business an electrical section generates simply by serving the needs of customers but the profit dollar is made by stirring the impulse buying instincts of customers.

Some electrical items are necessities. When a fuse blows a circuit is out until a replacement is installed. If an extension cord, or appliance cord shorts a replacement becomes a necessity. But there are plenty of examples around many homes where your customers can, and do, struggle along with inadequate electrical serv-

ices. Many a basement could use a more convenient light in the fruit room or by the washing machine. A more attractive fixture would perk up the dining area, the kitchen, or the breezeway. Extension cords clutter baseboards, when a few more wall outlets would eliminate the electrical spaghetti. These are but a few examples of where mass display could convert wishes for more convenient electrical services in the home into buying action.

The point is that mass display can apply to just about every type of electrical merchandise in your store. Mass displays of cable, junction boxes, switches can suggest how easy a permanent extension can be installed for better lighting in the laundry or workshop area of the basement.

Fixtures lighted means sales. Fixtures lighted also are an element of a mass display. In fact, lighted fixtures are a beacon that pulls traffic to an electrical section.

Fixtures are one line of merchandise that can go up to the ceiling and can be seen from any spot in the store. Height is an advantage that applies to the electrical section.

Fixtures should be lighted during normal store hours. And if the display can be seen from the exterior, it may pay to install time switches so fixtures can be lighted after-hours to attract window shoppers.

Advertising around the calendar Electrical is a department that can be advertised all year.

Electrical...

(Continued)



There are some seasonal lines, but there are many lines that are always in demand.

Outdoor lighting fixtures, for example, are in the minds of customers in the spring and summer so advertising could be concentrated in these months.

But light bulbs, fuses, extension cords and so on could be brought into ads around the calendar.

Many dealers budget a smaller portion of sales for electrical than for other departments. The reason is the terrific pulling power of a well lighted display of fixtures. Also, it pays to give electrical a high traffic value spot near the front of the store, so display offsets the need for advertising promotions.

Promotion to build sales. Many electrical items are good promotional numbers.

One of these is batteries. This is almost a standard item for a consumer circular and a good one. Most homes have flashlights, lanterns, or toys battery powered on the shelf just because salesmen have neglected to suggest the purchase of batteries. Batteries featured in a circular, as a line of merchandise or as a coupon special, tips the customer into traffic and a sale.

There are lines of electrical merchandise that can get related-merchandise attention, like kraut and weiners in a food store promo-

tion. Wall switches, for example, can qualify as electrical or builders' hardware. So, a promotion featuring a decorating scheme can bring in electrical lines along with paint, wallpaper, floor coverings, and suggest the need for new switch plates and fixtures.

A big area for promotion now is in merchandise for home decoration and protection. Dangers of robberies and entries in occupied homes are before the public constantly. Police are warning homeowners to protect their lives and property. This is where your electrical section comes in. All outdoor lighting has some protective benefits. And a complete program will use numerous lights, well located to light up darkened areas or corners where someone might break in. Decorative lighting to show off trees or bushes at night, also is an element in protective lighting.

Suggestion selling a factor. The electrical section offers many opportunities for suggestion selling.

Some electrical lines can be displayed at the check out counter as well as in the department. Here is an opportunity to feature these specially displayed items in advertisements or consumer circulars, and checkers can call attention to the specials and suggest a purchase.

Then there are related item sales possibilities in the section. Fixtures can lead to switch

Broad lines, mass displays, and lighted fixtures—key to successful electrical section merchandising.





Bulk electrical items, with heavy emphasis on wire goods, build sales for this dealer.

plates, also mercury switches for bedrooms, bathrooms, and halls especially. Fixtures for the bedroom can lead to a suggestion for dresser or night stand lights.

Product knowledge a factor. Product knowledge is an important sales tool in the electrical section. Many do-it-yourselfers are knowledgeable, but there are many others who need advice in order to buy the right equipment for their jobs.

Then there are building codes governing installations, and where do-it-yourself jobs are permitted salesmen should be sure they sell the right materials to comply with codes.

Many an amateur electrician has figured out a job, and done it correctly. But with some advice, he could do it better. Often, also, a do-it-yourselfer does not know what equipment is on the market. He figures a job based on his own knowledge. A competent salesman understands the end result, and often can suggest some item that will do a better job.

Service leads to sales. A service department includes a tie-in with the electrical section.

Much of this servicing is of appliances, but there can be business in rewiring fixtures, motors, in making special order extension cords, converting lamps, and so on.

Industrial sales opportunities. The electrical

(Continued on page 71)

How are you fixed to sell the electrical market?

Here is a check list to help you study your electrical section to determine if there are lines to be added to make your section more complete. You can check off what lines you now carry, and discuss with your supplier salesman how to make present lines more complete and to add new lines.

	Now carry full line	Additional lines to carry
Fixtures		
Fluorescent, ceiling	<input type="checkbox"/>	<input type="checkbox"/>
Fluorescent, wall, cabinet ..	<input type="checkbox"/>	<input type="checkbox"/>
Fluorescent equipment, starters, holders, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Ceiling lights	<input type="checkbox"/>	<input type="checkbox"/>
Wall lights	<input type="checkbox"/>	<input type="checkbox"/>
Lanterns	<input type="checkbox"/>	<input type="checkbox"/>
Post lanterns, lamp posts ..	<input type="checkbox"/>	<input type="checkbox"/>
Electrical glassware	<input type="checkbox"/>	<input type="checkbox"/>
Flood lights, sockets	<input type="checkbox"/>	<input type="checkbox"/>
Extension lights	<input type="checkbox"/>	<input type="checkbox"/>
Switches		
Cables, wire	<input type="checkbox"/>	<input type="checkbox"/>
Extension cord sets	<input type="checkbox"/>	<input type="checkbox"/>
Plugs, caps, taps	<input type="checkbox"/>	<input type="checkbox"/>
Tape	<input type="checkbox"/>	<input type="checkbox"/>
Cord connectors	<input type="checkbox"/>	<input type="checkbox"/>
Wiring kits	<input type="checkbox"/>	<input type="checkbox"/>
Sockets	<input type="checkbox"/>	<input type="checkbox"/>
Outlet box receptacles	<input type="checkbox"/>	<input type="checkbox"/>
Wall plates	<input type="checkbox"/>	<input type="checkbox"/>
Fuses	<input type="checkbox"/>	<input type="checkbox"/>
Bulbs	<input type="checkbox"/>	<input type="checkbox"/>
Circuit breakers	<input type="checkbox"/>	<input type="checkbox"/>
Panel Boxes	<input type="checkbox"/>	<input type="checkbox"/>
Insulators	<input type="checkbox"/>	<input type="checkbox"/>
Terminals	<input type="checkbox"/>	<input type="checkbox"/>
Tools for electrical work ...	<input type="checkbox"/>	<input type="checkbox"/>

Note: This is not a complete check list. Various markets have different demands. This list is only for a check of your section preliminary to a thorough check with suppliers.

LAMPS/BULBS... light

What does everyone but the hillbilly in his mountain shack need quite often that you sell?

Light bulbs and lamps.

Well, why not make more of this essential item in your sales planning and merchandising?

Because everyone—from the local supermarket to the five-and-dime store—sells them, you may feel.

You're right and you're wrong—both at the same time. A lot of light bulbs are sold in supermarkets and variety stores, but for the most part these are the the ordinary household bulbs for everyday use.

In most of these outlets you can't get special garden or outdoor lighting bulbs, lamp bulbs for spotlights or special fixtures or—in many such stores—even fluorescent or mercury vapor lamps. Like most of the discount type operations, these stores specialize in the fast-moving, most common and popular light bulbs that can be bought almost anywhere. They depend largely on impulse buying and a toss-a-pack-of-bulbs-in-the-grocery-cart attitude to sell lamps. Not that this is a bad merchandising gimmick. You can exploit that customer attitude, too.

But don't just let it go at that. There's a lot more you can do and a lot more profit you can make with just a little more effort.

Sell the everyday bulbs, sure. But why not go a bit further?

It isn't too hard or complicated. Your sales planning to make your store lighting headquarters for your trading area breaks down into two main areas:

1—Instore selling

2—Outside selling

For both of these markets your sales potential is tremendous and in the second—outside selling—you're not likely to bump into competition from other local retailers. Also, for both types of selling, your suppliers—both wholesale and manufacturer—are ready, willing and anxious to help you organize and intensify your light bulb sales volume.

All three of the major lamp and light bulb manufacturers—General Electric, Westinghouse and Sylvania—have developed highly sophisticated and very practical merchandising programs to help boost bulb sales. In most cases, your wholesaler will be able to give you the details and follow through with you to implement your expanded lighting campaign.

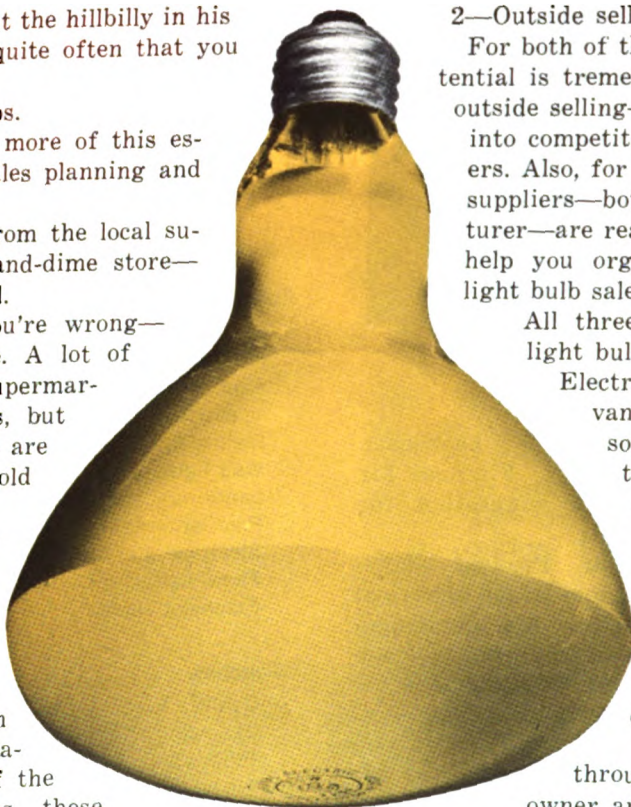
The thing to remember throughout is that *every* homeowner and every business firm—

from the store next door and offices up above to the local factory, school and gas station—are potential customers for lamps and light bulbs. This gives you an abnormally large target to shoot at, bigger than for most of the merchandise you stock.

And light bulbs are a year-round seller. At Christmas and for outdoor warm weather lighting, the seasonal factors are plusses to your regular, day-in, day-out selling program.

The profit margin on bulbs is another big incentive for you to sell more of them. It averages greater than that on most other merchandise sold.

How do the manufacturers—largely through their wholesaler agents—help the dealer develop better lamp sales programs? In several ways.



up your profit picture

Display—Merchandisers and display units are provided in a great variety of sizes, shapes and designs. Supplier representatives often work with hardware store management in determining the best fixture, merchandise assortment and placement in the store. This co-operative arrangement works out well for all concerned.

The supplier has had years of experience and gathered invaluable data about trends, preferences, regional tendencies, etc., to serve as a general guide in merchandise selection. The dealer knows his own trading area and local peculiarities. Together, dealer and supplier can put together a merchandise package that will satisfy present customers and attract new ones.

The manufacturer, with his comprehensive knowledge of the big national picture, helps both dealer and wholesaler. Trends in one region often are picked up later in others. The manufacturer keeps his customers at the wholesale level aware of these trends and so prepares them to exploit the new trend when it is ripe for their regions.

Thus although the manufacturer provides merchandisers and fixtures for the dealer, and makes suggestions as to the size and kind of bulbs best suited for display in them, the dealer with his more intimate knowledge of his customers can vary the selection as he sees fit.

Different lamps move faster at certain times of the year, naturally, so again the product mix must be flexible. Sun lamps and heat bulbs don't deserve display space in August, nor do bug lights in January. But the most common household lamps must be stocked and displayed at all times, even though seasonal sales spurts on these items, too, occur. Replacement, for example, is greater in the spring after long winter eve-

nings when bulbs are burned longer.

Advertising—The dealer obviously benefits from the great amount of national advertising done by lamp manufacturers. The more effective his tie-in with the national ad campaigns, the better are his chances of boosting sales.

Dealers are supplied with much colorful in-store and point-of-sale material—from window posters to banners to pennants to point-of-sale material to free literature for handing out to customers.

Such advertising is not limited to the print media either. National and local TV and radio advertising helps the dealer build sales volume and give him another opportunity to tie in with promotional events.

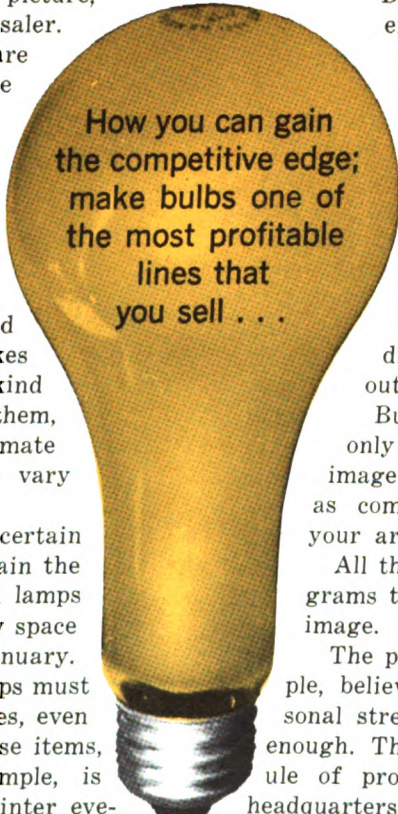
Direct mail pieces for both homeowners and commercial, industrial and institutional distribution are prepared by manufacturers for local dealer use.

Promotion—On the local level, dealers can tie in with utilities' promotions or stage their own lighting campaigns. Seasonal promotions, particularly, lend themselves well to this type of promotion: back-to-school drives, holiday lighting promotions, outdoor and garden lighting, etc.

But you get this kind of business only by building and promoting the image of your store in customer's minds as complete lighting headquarters for your area.

All the major manufacturers have programs to help you build and sustain this image.

The people at Westinghouse, for example, believe that the fall and spring seasonal stress on lighting promotion is not enough. They suggest a year-round schedule of promotions to keep your lighting headquarters image strong in customers'



How you can gain
the competitive edge;
make bulbs one of
the most profitable
lines that
you sell . . .

minds. Here is how they suggest the dealer go about doing this:

Spring—Extensive in-store research reveals that each spring is a prime time to display light bulbs after the long winter nights with heavy usage. Point-of-purchase displays remind customers of the need for bulb replacement. Special display materials and factory pre-packed displays have been designed to exploit this seasonal need.

Summer—Outdoor living is made more comfortable with insect repellent bulbs, that can be naturally worked into displays of outdoor living merchandise. Ditto displays of floodlight and other yard and garden light bulbs.

Fall—Another peak sales period for household bulbs. Back-to-school and approaching long winter nights signal the need to stock up on bulbs for heavier indoor use. Special displays and aids for this campaign also are available.

Winter—Holiday lighting, both indoors and out, is "in" again and getting more popular every year. Free display material to boost this segment of your light bulb sales is available.

General Electric has much available literature in a new "Dimension 3" kit to help you increase your household light bulb sales and how to create really effective in-store displays. Here again, seasonal trends should be played to the hilt if you want to make the most out of this varied and steadily growing market.

GE suggests you stock *all* the wide variety of bulbs milady uses in her ultra modern home.

This means special bulbs for bathroom, powder room, sewing machine or any of the less than usual bulbs the homemaker can find in any supermarket or variety store. When she knows you stock the full line, she'll keep it in mind.

Also, she is exposed to all the rest of your merchandise when she finds her sewing machine bulb has burned out. While picking up the sewing machine bulb, an attractive display of the decorative family of "Chandlelight" bulbs may catch her eye and you have another sale right in the same department.

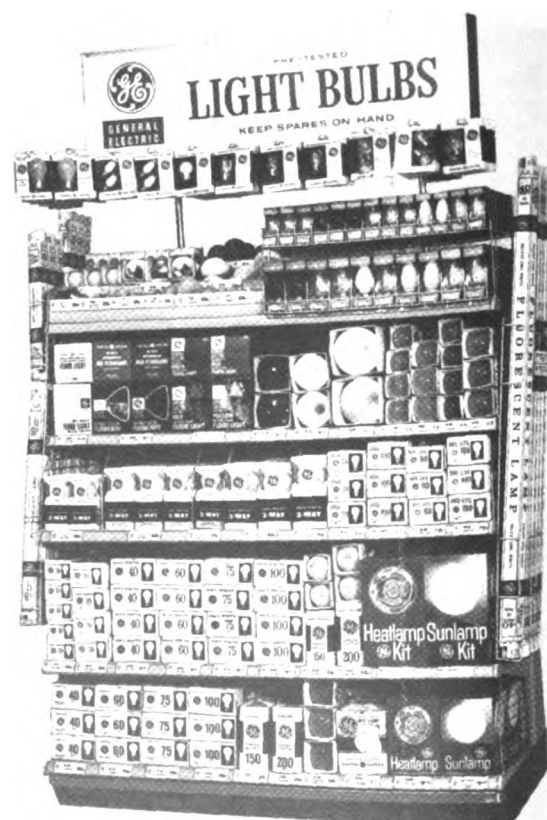
Specialty bulbs also include appliance, vacuum cleaner, insect repellent, night light, tubular and rough service bulbs among others. The truly lighting headquarters in your trading area, you should stock all these for customer convenience.

Sylvania has designed merchandisers and stocking suggestions for light bulb displays especially with the hardware store in mind.

Among these is the Spacemaker, which Syl-

vania calls a "new one-stop lighting center idea especially for hardware stores." Sylvania also suggests adding a fluorescent companion rack and then a lighting accessories rack to make a complete lighting center.

Sylvania, like GE and Westinghouse, is into the fast-growing decorative home light bulb market in a big way. It provides dealers with a wealth of literature in handsome four-color sheets and pamphlets that explain the type of bulb and illustrate its use in a natural home setting. Sylvania has a special "Decor Shelf Organizer" especially designed to display these



General Electric
Typical of smaller vertical merchandisers GE provides for dealers to display a good selection of the more popular bulbs.

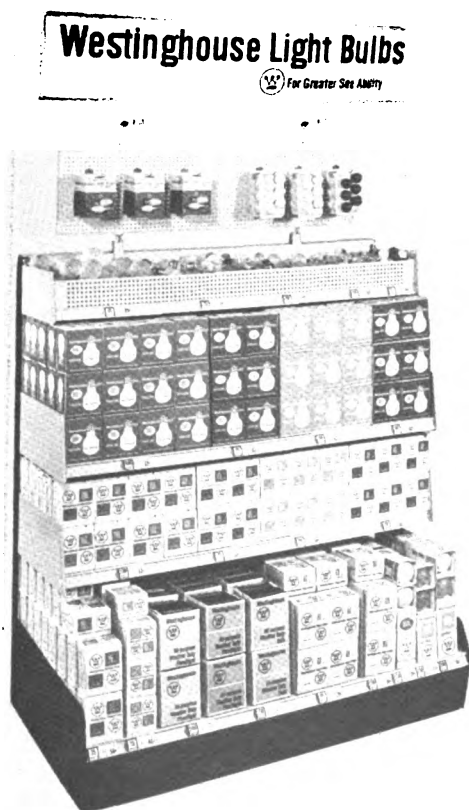
handsome bulbs that can be used as a counter unit or for shelf display.

Sylvania also designs special promotions for hardware stores. Its most recent was designed to increase sales of its Decor and Residential Fluorescent specialty lines. A dealer premium of a Seth Thomas Travel Alarm was offered as an added inducement. Sylvania provides window banners and hanging Decor signs as well as fact sheets to support the hardware store promotion.

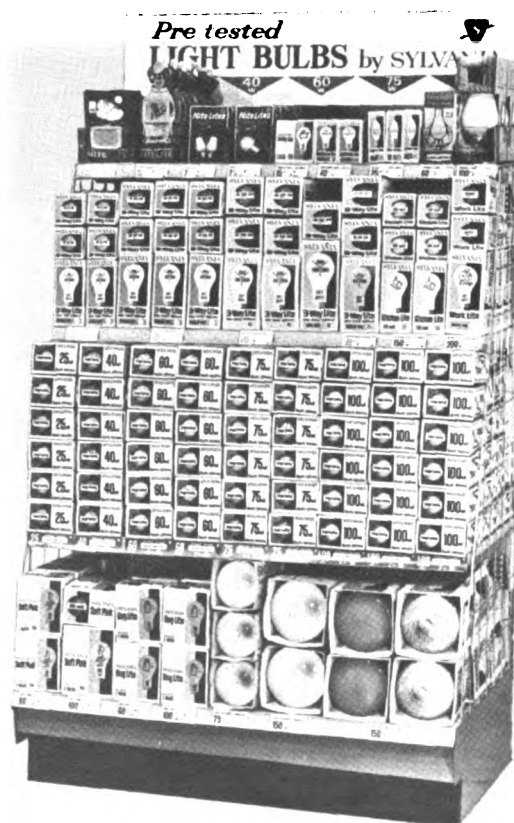
For year-round sales that take advantage of seasonal aspects of light bulb selling, Sylvania suggests dealers use its all-season Flexi-Bin. De-

pending on the season, the stock emphasis with this supplementary dump bin display may feature Bug-Lites and outdoor color bulbs in summer, 3-way bulbs for fall and winter as well as decor lamps for charm accent, Christmas lights in the holiday season, and sun and heat lamps for cold weather promotion.

All the manufacturers are urging hardware dealers to take greater advantage of the year-round sales potential by stocking a full range of bulbs for all the special needs in today's home and place of business. It's a sure way, they feel, to light up the dealer's profit picture.



Westinghouse
The FX-40 Floorstand Merchandiser from Westinghouse features four shelves, top one compartmented for displaying loose bulbs.



Sylvania
The Spacemaker from Sylvania, designed especially for hardware stores, is basic display unit for most popular bulb assortment.

Outside Selling: How it increases sales

Those commercial and industrial light bulb users in your trading area can become regular customers if you go after their business. Here's how outside selling pays off.

There's about a third more light bulb business for you in your trading area. But it won't come to you. You've got to get outside the store to get that business.

—Where does the men's store next to you buy his store's bulbs?

—Who supplies light bulbs to the gas station where you fill up your tank?

—That factory a few blocks away, where do its light bulbs come from?

—The office building across the street, the hospital down the street or the school where your kids go: who keeps their light sockets filled?

The outside market is big, as these few ques-

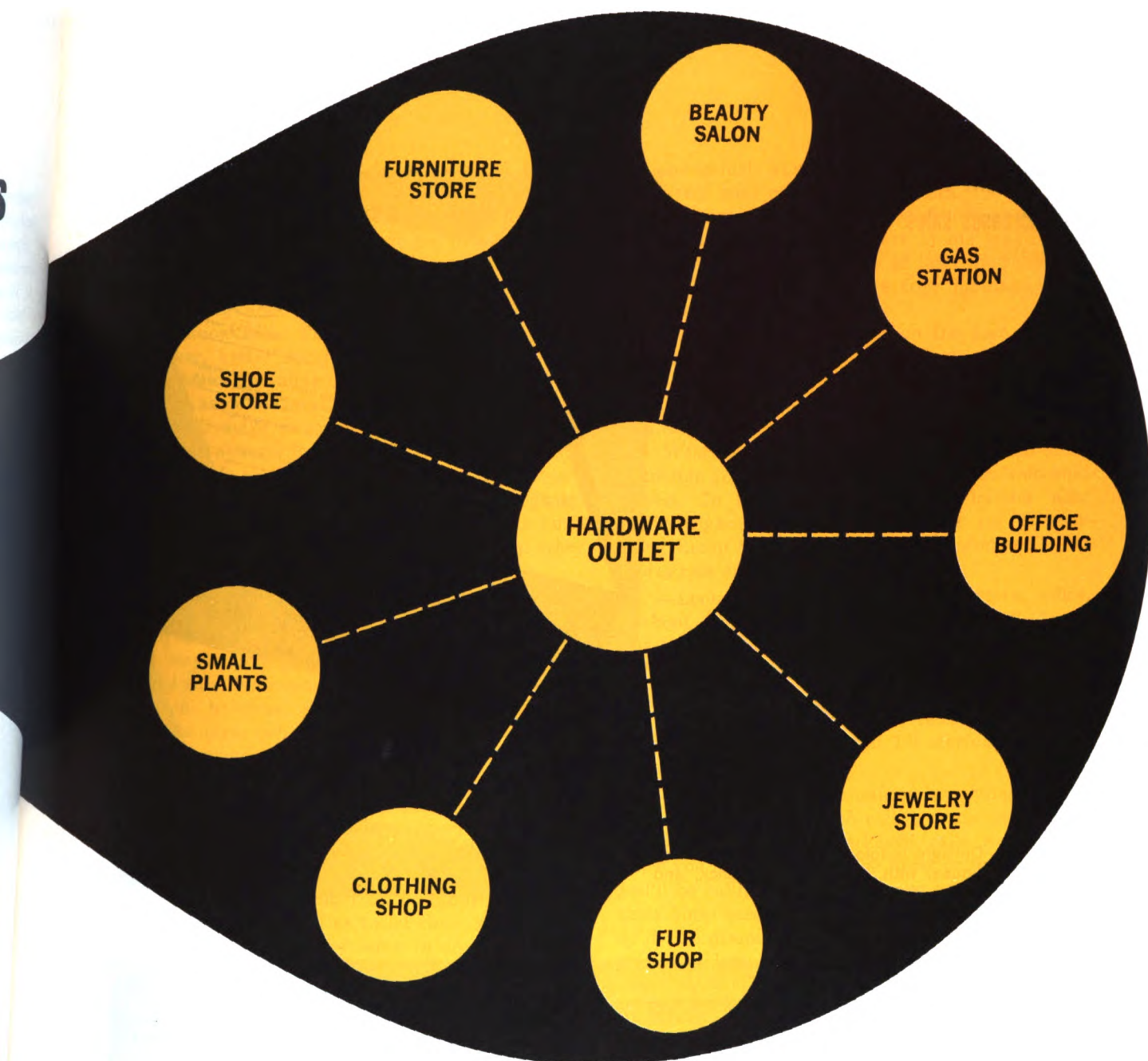
tions show. They all use light bulbs and they have to buy them from someone. Why can't it be you?

It can . . . if you make the effort.

The major lamp manufacturers all have suggested outside selling programs that can help you tap this extra profit source. Some of them are described in this article.

General Electric has outlined a special program to help dealers get more of this business in a new promotion called "Dimensions 3." One of the dimensions stressed is "off-store selling."

All the businesses in your area—both commercial and industrial—are potential customers, says



GE. Every one of them uses light every day and nearly all of them use light at least 50 to 60 hours a week. That adds up to 2,500 to 3,000 hours a year.

"Thus," continues GE, "every PAR 38 bulb lighting window or in-store displays will have to be replaced about every eight months, based on a 2,000-hour rated life.

"Every showcase bulb will have to be replaced two or three times a year, or after about 1,000 hours.

"Most 40-watt fluorescents will require replacement in three to four years.

"And the same is true for *all* of the many dif-

ferent types of bulbs in use in the stores and business places surrounding you."

GE points out that this group of businesses includes even stores that also sell light bulbs, since many such as supermarkets and discount stores handle only the most popular household varieties.

A Dimensions 3 program has been designed by GE to help dealers get deeper into outside selling. According to GE there is a commercial or industrial concern with up to 500 employees in the average marketing area for every 16 households. A recent national survey, GE continued, found nine out of ten of these business

customers said no one regularly asked for their light bulb orders.

These concerns buy \$54.41 worth of light bulbs of tubes a year compared to the \$4.11 spent yearly for average household use.

The program reminds the dealer that in his marketing area he knows these customers and they know him. This helps assure customers of quicker, better service and greater convenience. The dealer can offer GE bulbs to these customers on the same basis as any other GE bulb supplier and still make a profit because of the consignment arrangement of selling GE uses (see section in this article on consignment selling).

Another good point made by the program: When the dealer has three customers' bulb business, this gives him the chance to sell them other supplies—for both business and home.

Successful outside selling differs basically from instore selling in that you must bring the program to the prospective customer. Ideally, the best way would be to have a full-time man assigned to outside selling.

Often, however, it is the dealer himself or store manager who starts the program because of the demand for sound product knowledge in serving business customers. Product knowledge and knowledge of what your customers need to solve their lighting problems most efficiently make all the difference in servicing business accounts.

When talking to commercial or industrial customers, make it a practice to let them know you can get them any kind of lamp in any quantity and get it quickly. This personal interest often is the determining factor in buttoning up a sale and a steady customer.

Persistence in calling on prospective customers pays off. They may not need any lamps on your first, second or even third calls. But the fourth call may be the score call. The prospective customer sees you are really interested in his business by these repeat calls.

Envelope stuffers in monthly billings and other mailpieces can garner you customers, too. They are meant to be used as reminders and coupled with personal calls they may serve as the final element in winning over a customer.

Telephone calls where personal calls are not possible or convenient give you another way of keeping prospective customers aware of your interest in their business.

And in your local advertising an occasional plug for your complete lamp line will keep the image of your store as lighting headquarters in customers' and prospective customers' minds.

To help in contacting prospective commercial

and industrial customers, GE has a Dimensions 3 direct mail program for dealers.

The dealer supplies GE with 200 names of commercial or industrial users in his trading area. GE makes four mailings of imprinted pieces for the dealer. Cost for the four mailings is \$56, which the dealer pays.

The mailings capitalize on the fact that bulb customers need bulbs about three or four times a year. Since the four mailings go out at monthly intervals, one is bound to catch the customer at a time when he needs bulbs.

Westinghouse also has a suggested plan of operation for dealers to capture more outside business. In its "Lamps Extra Salesbuilder Kit," Westinghouse has a special section on "Increasing Lamp Sales Through New Customers." The program suggests that dealers:

- Look around town—at every store, office, school, church, movie theater, etc.—all heavy users of lamps.

- Develop a list of prospects. Local service clubs like Kiwanis and Rotary can help here so you get complete lists. Local telephone directories, newspapers, radio and TV stations also are good sources for lists.

- Make telephone campaigns by giving a portion of time each day to calling some names on your list. Friendly, low-keyed calls work best since you know many of the firms or institutions you'll be calling. Let them know you can supply their lamp needs quickly and completely and can do it at a discount for them. Offer to quote them prices on lamps they normally use so the customer can compare with what he now is paying for bulbs.

- Follow up with direct mail. Westinghouse has prepared a direct mailpiece for dealers to send to prospective customers. It has room for the store name to give the mailpiece a personal touch. The back of the mailer is a Westinghouse lamp order form to provide prospective customers with a quick and easy way to order light bulbs. It lists incandescent bulbs for general purpose, showcase, flood and spot (both indoor and outdoor), extended service, vibration rough and yellow "Bug-A-Way" bulbs, plus Beauty Tone colored bulbs. Fluorescent bulbs also are listed in preheat, preheat-rapid start, slimline, high output and circline types. The list price and a space for the permissible discount both are given on the form.

The business is there, manufacturers have found through intensive research, and they are doing everything they can to help the dealer *get out and get it*.

***The competitive edge needed to successfully merchandise lamps/bulbs can
tential. There are many programs available to you, each with its own char***

LAMPS/BULBS...continued

How are light bulbs sold?

In retailing today, different programs are offered dealers, each with its own characteristic advantages. It's up to him which method or program he chooses. In the light bulb business, for example, the three major manufacturers offer the dealer a choice of buying the merchandise outright (Sylvania) for resale or buying it on consignment (General Electric and Westinghouse), where the manufacturer retains ownership of the stock until the ultimate consumer purchases it.

Both have appeals to different merchants. Sylvania believes the outright purchase arrangement gives the dealer more competitive advantage. He owns the goods and can price them as he chooses to meet local competitive conditions.

But consignment selling has definite advantages, too, General Electric and Westinghouse feel. The consignment programs offered by General Electric and Westinghouse are described in this article so the dealer can evaluate all sides of the light bulb selling picture.

only be obtained through complete inventories merchandised for full characteristic advantages. It's up to you to make the decision on which is best.

How GE sells through hardware dealers

Most hardware stores that sell GE light bulbs sell them on a consignment arrangement with General Electric Co.

The hardware dealer signs an agency agreement with GE and becomes an RS Agent for the retail sale of light bulbs. Most of his dealings, however, are with his wholesale supplier, who is a B Agent for GE.

The individual retail store, however, usually gets individual treatment and consideration so that the best possible display and merchandise selection are attained. Under the consignment arrangement, GE feels the dealer has many advantages.

The main advantages to dealers who act as its agents, in GE's opinion, revolve around the fact that under the consignment arrangement GE owns the merchandise right up to the time the hardware store customer buys them. This means that the dealer's money is not tied up in inventory.

It also means that GE pays the insurance on its merchandise for any loss such as fire, flood, burglary, etc. The personal property taxes also are paid by GE, since it owns the stock. If there is an inventory tax, again GE pays that.

GE feels that under its consignment arrangement the dealer enjoys many other advantages. Since his only investment is the space used to stock and display the merchandise, the dealer can afford to carry all the types and sizes of bulbs he

needs to serve the wide variety of customers in his trading area.

The dealer need not worry about price changes since all he has to do is send in an inventory report and his account is adjusted in keeping with the increase or decrease involved. Neither does he have the problem of another GE light bulb dealer selling the same merchandise at a lower price, since each is acting as a General Electric agent. In this way he can be fully competitive, GE feels.

To satisfy the needs of today's homeowner, with the many types and sizes of light bulbs found in the fully equipped modern home, a GE dealer agent must carry a wide variety of lamps. Likewise if he wants to go after the bulb business of other commercial and industrial businesses in his trading area.

Since he is selling on consignment and is investing only his store space, the dealer can afford to do this more easily than if he had to buy all the merchandise outright.

These factors also encourage the dealer to go into the light bulb business more heavily than he might otherwise do. GE has a compensation program to further encourage greater sales. Compensation to its dealer agents ranges from 40% up to as high as 44½% of the list price. The more bulbs sold, then, the greater the dealer agent's compensation rate.

The Westinghouse way

Westinghouse sells light bulbs primarily through a consignment agency program.

Under the Westinghouse consignment arrangement, two types of agents are involved: the wholesaler—B Agent—is consigned merchandise by Westinghouse and he in turn reconsigns to the dealer—RH Agent. Both agents sign contracts with Westinghouse, although for all practical purposes the dealer (RH Agent) deals almost exclusively with his wholesale supplier.

What are the advantages to the dealer under the Westinghouse consignment arrangement? An official of Westinghouse's Lamp Division in Bloomfield, N. J., summed them up in a quintet of factors:

1—Since Westinghouse owns the bulbs until the ultimate consumer buys them, the dealer in buying on consignment does not tie up his own capital in stock investment. He pays for the bulbs after he has been paid for them by his customers.

2—Again, because the manufacturer retains ownership until sold at retail, there is no obsolescence risk by the dealer. If certain sizes or types don't sell in his store, he merely returns the merchandise and is out no money.

3—The dealer has full price protection on the merchandise he has in stock. If, for example, a price increase is effected, or a decrease, the dealer merely sends in an inventory report of merchandise on hand and his supplier adjusts his consigned inventory balance accordingly.

4—Insurance: Westinghouse insures the stock in the dealer's store since it still belongs to the manufacturer. This includes flood damage insurance, normally a very expensive item, as well as fire coverage.

5—Being the property of Westinghouse even though in the dealer's store, personal property taxes on stock are paid by Westinghouse.

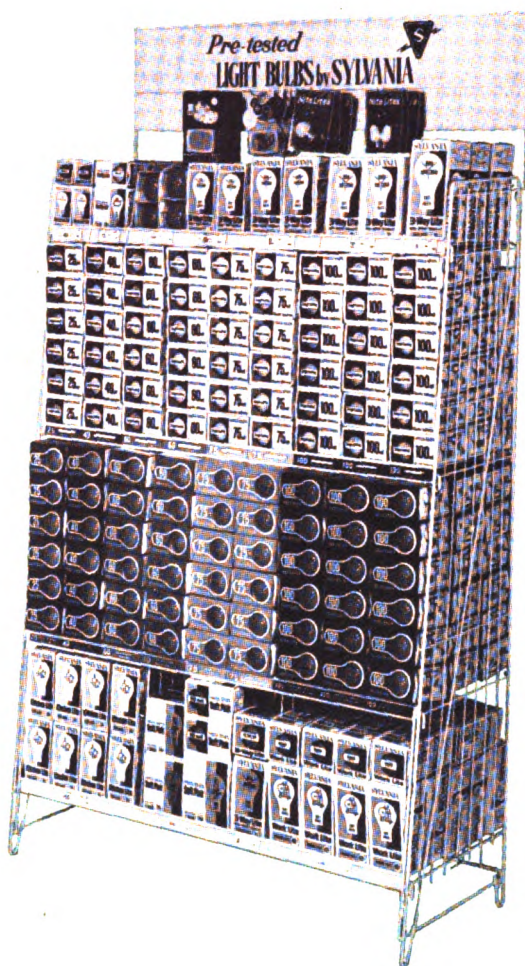
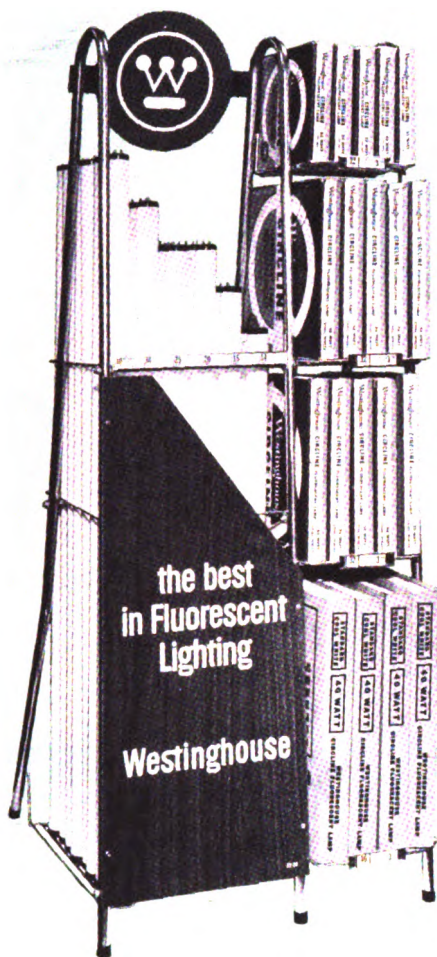
The arrangement for the dealer as a Westinghouse RH Agent has been simplified to a great extent for his convenience. Contracts are for one year with the provision that the dealer file a complete inventory report once a year before the contract is automatically renewed. Either party can terminate the agreement at any time by formal written notice.

A compensation program has been arranged by Westinghouse to encourage the dealer agent to increase his sales volume. The following is how it works under terms of the Westinghouse Form RH Agent contract:

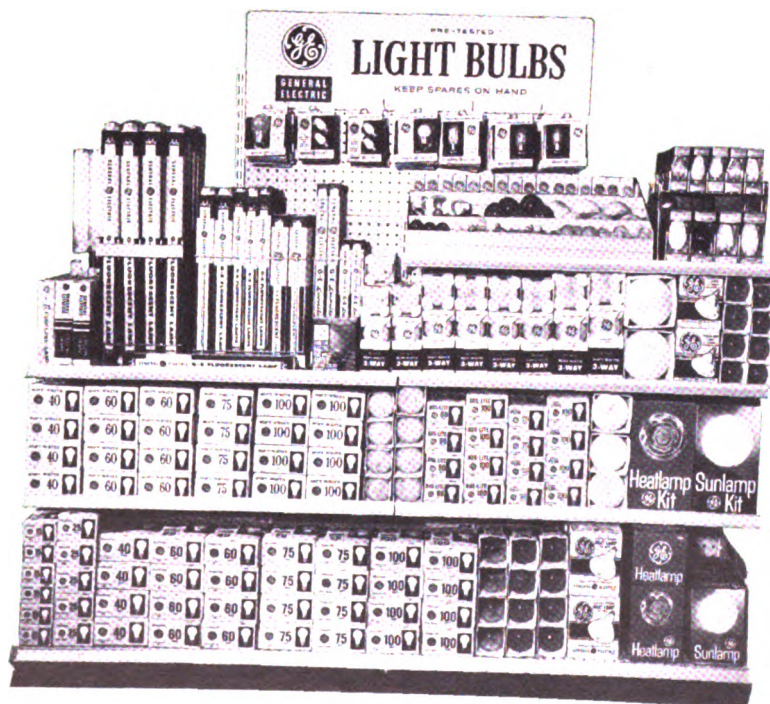
COMPENSATION SCHEDULE—FORM RH AGENTS

Minimum Net Annual Sales	Basic Rate of Compensation
under \$ 1,500	40.0%
\$ 1,500	42.0%
\$ 3,500	43.0%
\$ 7,500	44.0%
\$15,000	44.5%

This financial incentive to sell more light bulbs is self-explaining. To get more business, the dealer can himself offer discounts to volume purchasers of light bulbs and still make a handsome profit. In fact, it is this discount that he can offer volume purchasers, particularly commercial, industrial or institutional customers, that will make such sales possible for him.



Handsome, compact, easily restocked are features common to the in-store display units the major manufacturers provide — General Electric, Westinghouse and Sylvania.





Lighting fixtures..

Consumer spending and building construction have declined somewhat, but the market for new lighting fixtures continues to attract more customers, growing stronger in both new and replacement unit sales.

Modern lighting fixtures enhance the landscape and architecture of the home, dramatize the geometric forms of an otherwise dull room, protect property from vandalism, provide ample lighting for work or study areas, and create a cheerful atmosphere in the home. Urbanites or suburbanites, your customers buy lighting fixtures on a year round basis, this category knows no season. And the market for lighting fixtures is progressively expanding as your customers continue to upgrade their standard of living.

A recent survey by *Better Homes & Gardens* points up some significant factors that you, as a merchandiser, should be aware of. When homeowners were asked which home improvement plans they had completed in the previous 12-month period, out of 23 different projects, the installation of new lighting fixtures was the highest at 19%. And, 3 out of every 4 new fixtures

were installed as replacements for old ones.

The 1966 growth rate for lighting fixtures was 4.1%. For the previous five years the growth rate had been 10% annually, at least double the Gross National Profit for those years. Despite set backs in new home construction and consumer spending trends, the growth rate for lighting fixtures continues to be strong. The current growth rate for residential lighting is somewhere between 7 and 8% annually.

Given these figures, you can draw some conclusions as to the market you are confronting. First of all, the major portion of your market consists of homeowners who do their own home remodeling jobs. Secondly, 75% of these new fixtures are installed in replacement of older ones so that the homeowner can easily do the job with existing wiring. Thirdly, the market has not been too hard hit by current consumer spending trends. Yet, these figures don't even begin to mention the vast potential market for lighting fixtures.

Your market for lighting fixtures is 57,000,000 American homes which are wired to accommodate fixtures. The American Home Lighting Institute cites that 55,000,000 of the 57,000,000 are inadequately lit according to the Light for Living standard from a safety and living standpoint.

How much is the dollar market for lighting



s, where the profits are

fixtures in your area? Plenty! Take a count of the population in your trading area, multiply that number by \$2. And you have a rough estimate of the sales potential in your trading area. So, if your town has 100,000 population, \$200,000 worth of fixtures can be merchandised to that area.

If you're still skeptical as to whether or not you should merchandise lighting fixtures in a big way, take a look at the nationally published shelter magazines. These publications constantly point up the advantages of adequate lighting for the home, both architecturally and fashion wise. If you question it further, just take a count of the number of Americans that wear glasses. With progress, we are becoming increasingly aware of the need for good lighting at home or at the office to preserve sight.

One of the highlights of the 1966 World's Fair, Dorothy Draper's Westinghouse Dream House handsomely illustrated modern lighting ideas related to everyday living requirements. The lighting fixtures utilized in the exhibit were ones that could be duplicated in any home. But, too often, remodeling and home improvement contractors fail to encourage homeowners to have overhead or wall fixtures installed when remodeling jobs are considered. For the most part, kitchen and bathroom fixtures are installed because lamps

cannot fill the lighting requirements adequately or conveniently.

Certainly the market is there, but the question of whether or not you are going to enjoy the profits from this market is up to you. The profit for fixtures is higher than most of the items carried by hardware outlets. And, unless you have balloons hanging from the ceiling, overhead fixtures can be merchandised to space which is being wasted. As Progress Lighting puts it, "there's sales on the ceiling but no ceiling on sales."

Illumination is a key factor in the impulse sale of lighting fixtures. A display that is well dusted and brilliantly illuminated is a self advertising product. Lighting fixtures naturally satisfy basic buying motives of safety, protection, necessity, and decoration. But the well lighted fixture is what draws attention. Catalogs and specification sheets don't stimulate sales unless the customer is desperately searching for a specific model.

Inadequate display is a real sales killer for many hardware outlets. The actual merchandise helps customers visualize end-use. Most lighting fixture manufacturers make ceiling panels for the display of their products. These modular, pre-wired displays will hold a number of illuminated fixtures. Virden and Progress Lighting distrib-

LIGHTING FIXTURES . . . WHERE THE PROFITS ARE . . . (Continued)

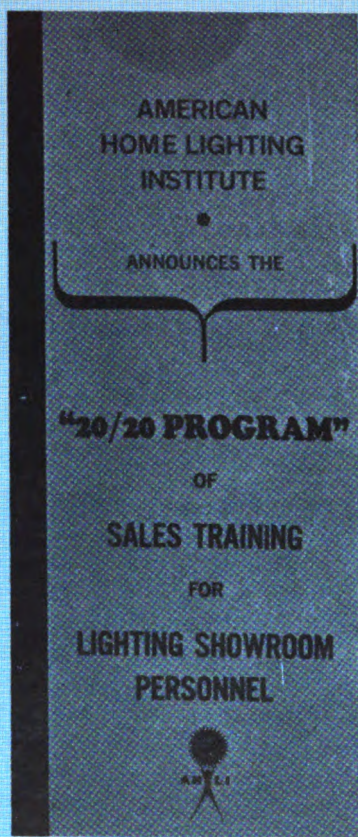
ute display panels through wholesalers who service dealers. For a small fee, the dealer can get an overhead panel which houses 15 fixtures or a wall panel housing nine.

Are these panels hard to install? No, you can put up or take down the display in less than a minute. Merchandising aids like these help you

not only display merchandise to its best advantage, but save you valuable time.

We can't tell you how much to stock or how far to extend your price scale. That must be your decision. Some dealers only go as high as \$35 for an individual fixture, while others have successfully merchandised fixtures for as much as \$75 to \$125. Donald Becker, Director of Marketing for Virden Lighting, says that studies show that Sears Roebuck and other lighting outlets use \$49.95 as a popular top price for chandeliers. Above all else, if you want to build up lighting profits, realistic pricing must prevail.

The size of your stock will have to be in pro-



American Home Lighting Institute inaugurates a self study course to provide trained sales personnel for distributors and dealers. A \$50 course fee includes training material, quizzes, reports to management, grading and correctional service by AHLI. Average completion time is 20 hours of home study over 10 weeks, and a Supervisor's Guide shows dealers how to get maximum results from the program. Well trained salesmen could increase fixture profits by a healthy 20%. Interested parties should contact:

American Home Lighting Institute
360 North Michigan Avenue
Chicago, Illinois 60601



Available for a minimal cost from your local wholesaler or distributor, pre-wired ceiling displays are easy to install and take up space which you are probably wasting at present. This modular display from Progress Lighting holds 15 fixtures and can be lowered in just a minute for dusting by personnel.

portion to your store size. But, remember, a mix is a must. In order to attract customers, your stock should show variety in style and type of fixture. Early American and Contemporary styles are the most popular but Mediterranean is fast gaining equal popularity. A smart merchandiser should be aware of home fashion styles. He should replace old dogs with up-to-date merchandise, and displays should be changed frequently to maintain customer interest.

What types of lighting fixtures should you stock? Certainly kitchen fixtures should be a top number. A poorly lit kitchen work area is the first thing the housewife notices and endeavors to correct. Overhead and counter mounted fluorescent fixtures are the most popular.

Bathrooms and kitchens are the most fre-

quently remodeled rooms in the home. Most homes need a fluorescent or incandescent circular ceiling fixture and at least one, and more often two wall mounted fixtures for the bathroom vanity or sink. Longer fluorescent fixtures are desirable in many of the more modern bathrooms with large, double vanities. The trend toward elegance in bathroom furnishings should dictate some of your selections for this area of the home.

Living room, den, dining area, bedroom, hall and foyer all require a minimum of one overhead lighting fixture each. Of course, if the rooms are exceptionally large, more fixtures are needed. Modified or elaborate chandeliers, wall sconces, concealed incandescent fixtures, recessed down-lites, reflector floods may all be merchandised to these rooms.

For the laundry, work bench or garage, lighting is important for utilitarian reasons. There's no necessity to worry about style, your customers want serviceable tool tap trouble lamps, reflector lamps, fluorescent or overhead fixtures that will shed the necessary light on work areas.

Automatic lighting controls are constantly gaining more consumer interest. These amazing devices have frequently been responsible for preventing robbery and vandalism in the vacant home. And, they should be part of your indoor and outdoor lighting fixture stock.

Protective lighting devices are in greatest demand during the summer vacation season and can be most successfully promoted with a catchy phrase. Something like, "Lightguard your home" pretty much tells the product story.

Eagle Electric manufactures a photo electric control which automatically illuminates fixtures when daylight diminishes. Its Light-A-Matic series plug permits the connection of three separate devices, and automatically switches lights on at nightfall, off at daybreak. An outdoor version of the Light-A-Matic converts post lanterns and other outdoor lights to on at dusk, off at dawn operation. Virden Lighting manufactures a post lantern with photo electric controls incorporated into the lighting mechanism. Lighting controls can also be merchandised along with Christmas outdoor lights to turn on decorations during the evening hours.

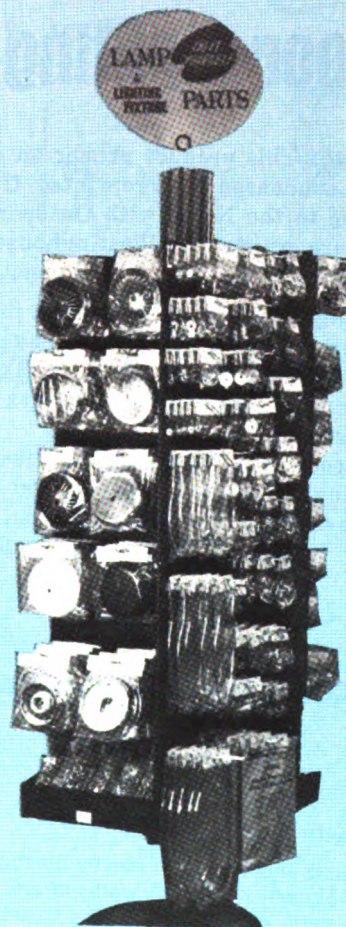
Your garden shop is a natural for the merchandising of outdoor fixtures. Most frequently, it is in the seeding and fertilizing seasons the homeowners first consider installing outdoor lighting.

Outdoor lighting is virtually a virgin market. Until recent years, wall and entrance mounted fixtures were the only outdoor fixtures that interested homeowners. These units were regarded primarily as safety features and were usually

installed by the builder.

However, as homeowners endeavor to upgrade their standard of living, they become more interested in dramatizing the architecture and landscape of their property. Post lanterns, flood-lights, low voltage lighting units, utility lights,

(Continued on page 76)



Replacement parts offer a good turnover

To supplement your regular stock of lighting fixtures, you might consider the extra profits to be realized with replacement parts, glassware and pre-packaged do-it-yourself lamp and lighting fixtures. Enthusiastic do-it-yourselfers love to use their imagination and create their own fixtures.

Shown here a few of the many items from J. G. Holzgang Co. which manufactures everything but the completed lighting fixture. It's easy to carry an in depth stock of replacement parts which do not require special display gimmicks.

Product Primer:

Outdoor Lighting—The way it works

Editor's Note: This product primer on outdoor lighting is condensed and reprinted from the "Add Charm to the Night with Outdoor Lighting" brochure printed by Westinghouse Corp., Lamp Division, Bloomfield, New Jersey.

Outdoor lighting is much more than just practical illumination used for safety's sake. Along with shrubbery or shades of paint, it's one of the most creative and imaginative ways to decorate a house or garden.

The purpose of outdoor lighting, like a charcoal drawing, is to use highlights and shadows to enhance architecture and landscape.

Outdoor lighting seldom tries for flat, even

lighting. It counts on spots and floods of light for the bright and dark effects. The night garden touched by light takes on a charm uniquely set apart from its daytime beauty.

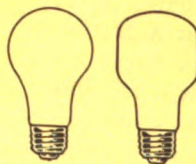
Aside from the utility or decoration advantages of outdoor lighting, the added advantages of convenience and protection provide a real sales tool for hardware outlets to exploit this vast untapped market.

But before you can sell outdoor lighting, you must know how it works. Following is a product primer to explain exactly this aspect of selling fixtures and lamps for the outdoor lighting market.

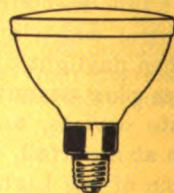
• Start with the equipment

Fixtures range in design from strictly functional types to those which are truly works of art. Between these two extremes are styles to satisfy most outdoor lighting needs. Functional fixtures, designed primarily to hold a light bulb, should be inconspicuous and often placed out of sight. Other fixture styles have a dual function; to be decorative and to produce useful light as well. Then, there are some fixtures one chooses simply because their beauty makes them jewels at nighttime.

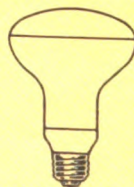
Generally, fixtures are made of aluminum, brass, steel, copper or bronze. Select fixtures of sturdy construction and good finish to withstand all weather conditions. The heart of any fixture is the light source, so let's start with light bulbs. Illustrated here are the more commonly used 115-120-volt bulb types.



HOUSEHOLD BULBS: 10 to 150 watts. Sizes up to 25 watts may be used without protection; sizes over 25 watts must be shielded from the elements or they will break.



PROJECTOR (PAR) BULBS: Spot and flood type. They are made of hard glass, and will not break in rain and snow. Neither dirt nor weather will deteriorate the built-in reflector. Both flood and spot types are available with clear glass lenses in 75 and 150-watt sizes. In addition, 100-watt floods are manufactured with lenses in seven colors: red, pink, blue, green, yellow, amber and blue-white.



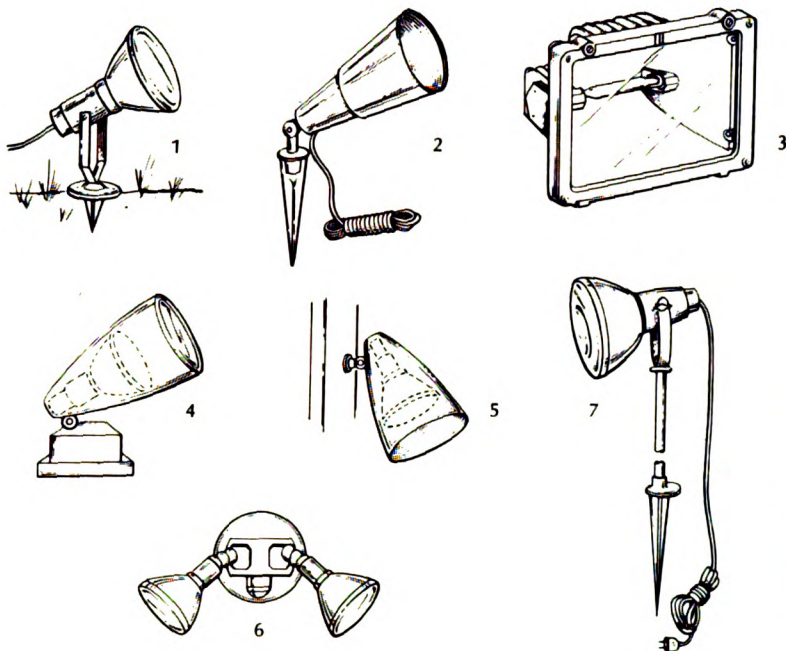
REFLECTOR (R) BULBS: Available in 30, 50, 75, 150 and 300-watt sizes. Used outdoors, they must be put in fixtures to protect them from the weather. The 75 and 150-watt reflector bulbs come in colors: red, blue, green, yellow and pink (75-watt also comes in amber).

● Floodlights for up or down lighting

Most floodlighting (and spotlighting, too) whether directed up or down, is done with projector (PAR) bulbs in adjustable holders. Here are some of the more common types of PAR bulb holders, including a fixture-type for a mercury PAR bulb (4) and a typical fixture for a quartz iodine bulb (3).

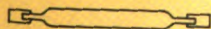
Adjustable Holders:

Fixtures 1 and 2 are portable types complete with cord, plug and ground spike. They are available also for permanent mounting on an underground junction box. Fixture 3 uses a quartz iodine filament-type bulb. Fixture 4 has a ballast enclosed in the base to operate a 100-watt mercury PAR bulb, 5 and 6 are one and two-socket fixtures for mounting on house or pole. A fixture with a deep bullet-shaped hood is preferred. It conceals the bulb, reduces glare and has a more finished appearance. Fixture 7 is used for lighting game and barbecue areas. Pole adjusts from 4½ to 7½ feet.



MERCURY PROJECTOR (PAR) BULBS: 100-watt, flood (H44-4JM) or spot (H44-4GS). An admedium socket, and a ballast designed to operate these bulbs are required. Weather-proof units complete with ballast, cord and plug are available.

The blue-green-white light produced flatters most foliage. Since insects are attracted to the blue in the light, it is desirable to place them on the outskirts of patio or eating areas.



QUARTZ IODINE BULBS: 200-watt (T2-½Q), 400-watt (T4Q), and 500-watt (T3Q), sizes used in fixtures designed for them are applicable for flood lighting and an expanding variety of home lighting applications.



FLUORESCENT TUBES: In weatherproof fixtures, these tubes may be used for lighting fences and hedges, or where horizontal lines of light are desired. One and two-tube fixtures are available for permanent mounting or for use with ground spikes. They come in sizes to accommodate tubes from 4 to 40 watts.



BUG-A-WAY YELLOW BULBS: 60, 100, 150, 200 watts. The color of Bug-A-Way bulbs is less attractive to night-flying insects than bright, white light.



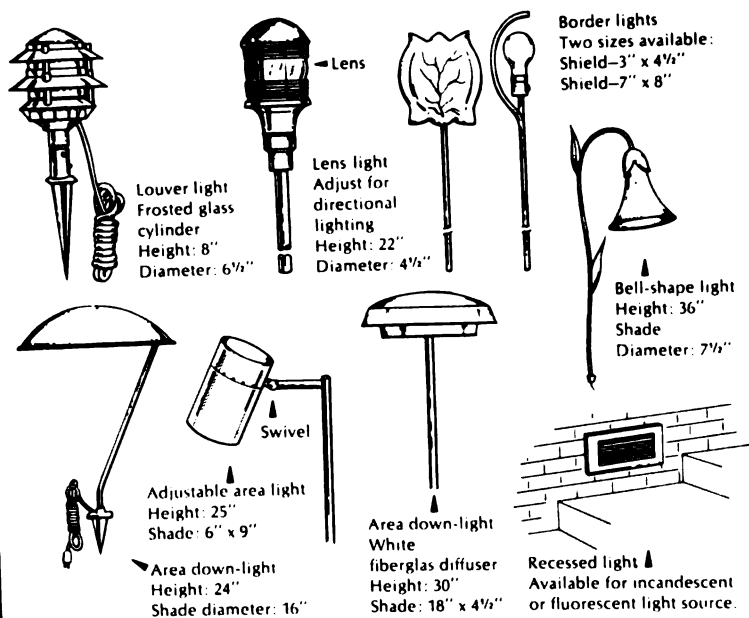
DECORATIVE BULBS in clear, white or iridescent finishes may be used in entrance fixtures which have clear glass panels. Decorative bulbs in candle-shape and flame-shape come in 10, 15, 25 and 40 watts with a candelabra base; or 25, 40 and 60 watts with a standard medium screw base.



CHRISTMAS BULBS: The outdoor-type Christmas bulbs may be used in lanterns or strung exposed to create festive, decorative effects.

● Step-Path-Border fixtures

From the wide variety of outdoor and garden lighting fixtures available, the greatest selection lies among those which are approximately 6 to 18 inches in diameter and 8 to 30 inches tall. Within these dimensions you may choose fixtures that will provide down-lighting for steps, paths, low plantings, borders and small flower beds. Their designs will vary from graceful flower shapes and other forms compatible with the garden to the straight, simplified lines of contemporary styling. Fixtures can be of the portable type with cord, plug and ground spike or wired for connection through a junction box to the underground cable. Depending on the size of the fixture and what its lighting function is to be, light bulbs used will vary in size from 10 to 100 watts. Select fixtures, especially those for use at steps and walks, which have no annoyingly bright glass or plastic parts since glare can hamper vision. Under the cover of darkness, steps, walks and driveways are potential hazard spots. Most falls around the outside of the house occur from not seeing steps or objects left on walkways. Glare-free lighting from properly placed fixtures aids family and guests to see and walk in safety.



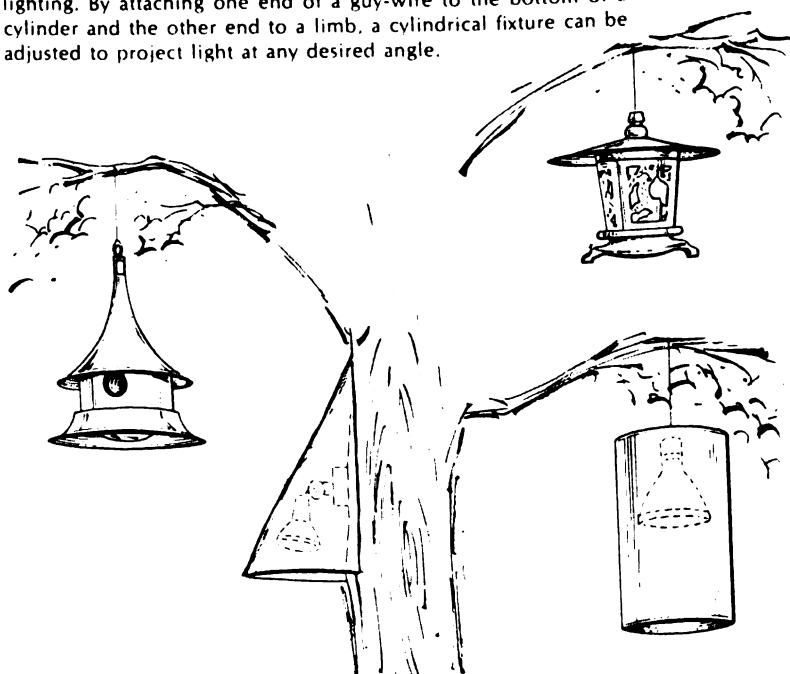
● Area down-lighting fixtures

Large area spaces such as patio, terrace, flower bed, driveway and lawn can be illuminated by fixtures hung from tree branches or attached to the trunk. Others are designed to be placed at ground level or mounted on the house. Those to be hung in trees vary in shape from bird houses and cones to cylinders and lanterns. Use from 60 to 150-watt bulbs. Suspended in an arbor or over an eating or conversation area, certain designs in addition to light, will add sparkle, color and charm to the nighttime garden.

Fixtures placed at ground level should be of a scale and design to spread light patterns over an area 20 feet or greater in diameter. They should be from 30 to 65 inches tall with shade diameters 15 to 23 inches. The most popular down-lighting fixture is commonly known as a "mushroom" unit due, no doubt, to the wide, flat top. Some fixtures are leaf-shaped. Others resemble pagodas, while some have the simple lines of contemporary styling.

Area down-lighting fixtures, depending on size, use 60 to 150-watt bulbs. Fixtures for down-lighting are available wired as portables or for permanent installation.

Tree lights are usually designed to project light downward; however, the cone-shaped fixture can be inverted to give upward lighting. By attaching one end of a guy-wire to the bottom of a cylinder and the other end to a limb, a cylindrical fixture can be adjusted to project light at any desired angle.



● Fixtures for up-lighting

Lighting of trees, shrubbery, walls and fences is most often accomplished by locating fixtures on the ground, aiming them upward. Fixtures for up-lighting are usually functional in form and should be inconspicuous. However, some are designed to be seen, such as the tree stump unit (1). To maintain an unbroken expanse of lawn it is often desirable to place fixtures either partially or entirely below ground level. Root conditions may dictate the locations, but generally, fixtures are buried 3 to 5 feet out from the tree trunk.

To produce a dimensional effect rather than a flat appearance, direct two or more up-lights at an angle on the feature being lighted. To "wash" a wall or fence with light, to front-light a long border or to silhouette foliage, try lines of light from fluorescent fixtures (4). The most popular size fixtures use 15 watt, 18-inch; 20 watt, 24-inch; or 40 watt, 48-inch tubes. Fixtures with quartz iodine bulbs may also be used for up-lighting.



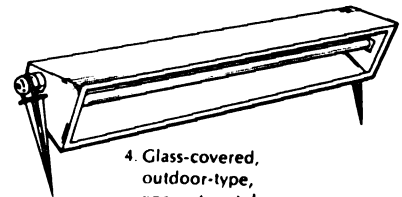
1. PAR bulb concealed in molded fixture colored to resemble a tree trunk.



2. An up-light or "well light." PAR or R bulb in vapor-tight, lens-covered fixture placed in ground in transitite or metal sleeve.

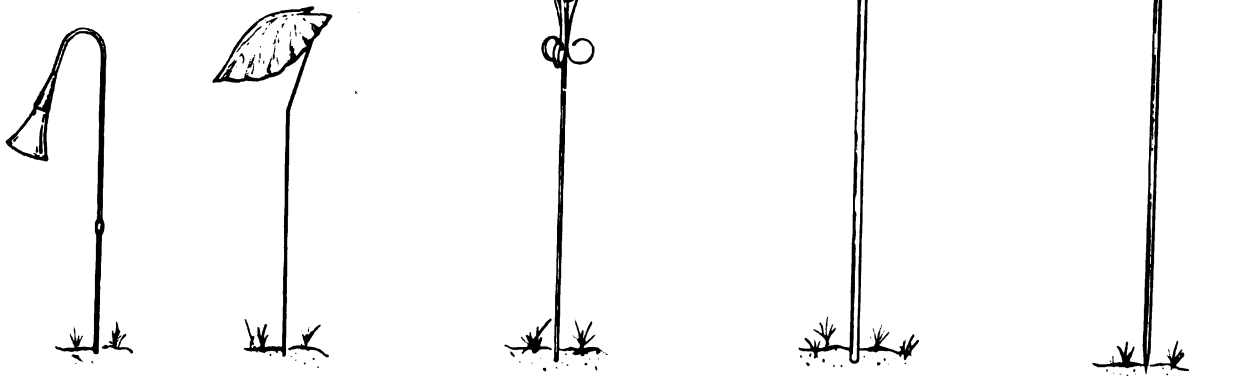


3. Lens-covered up-light with directional half-shield; portable or for underground connection.



4. Glass-covered, outdoor-type, one or two-tube fluorescent fixture. Available portable or for permanent underground connection.

In addition to these basic fixture shapes there are designs of unusual and novel contours. Most fixtures have a mottled green or black finish, others are in bright, gay colors which add intriguing variety to the daytime and nighttime garden scene.

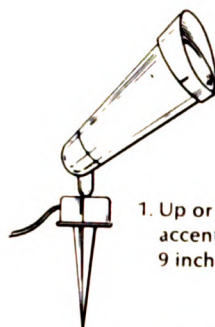


● Fixtures for accent lighting

In addition to the fixture types shown, there are others that by design or use or both can be employed for accent lighting of statuary, reflecting pools, small trees, flowers, tables and umbrellas. Small scale fixture (1) using 30 or 50-watt reflector bulbs may be used for up or down accent lighting. This type fixture highlights the driftwood "sculpture."

Several fixture designs for accent lighting resemble elements common to the garden; cat-tail, lily pad, rock and toadstool. The composition rock (2) has a cavity in which the bulb is concealed. Similarly, the driftwood fixture acts as a shield for the bulb. Both designs should be viewed only from the front. Clip lily pads over unlighted bulbs, place in water anchoring them in the desired locations (a rock or brick on the cord will do), then light the bulbs. The lily pads become silhouetted against the light as they float on the water's surface.

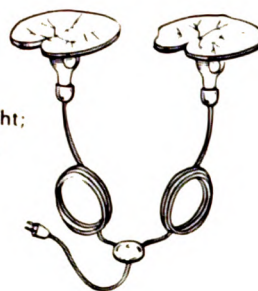
Many fixtures for accent lighting, in addition to their lighting effectiveness at night, are ornaments that add to the daytime garden scene as well.



1. Up or down accent light; 9 inches long.



2. Rock light; 8 inches high, 10 inches wide.

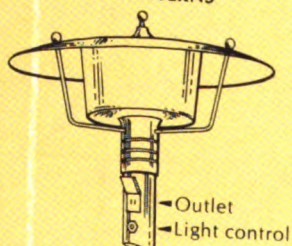


3. Lily pad light; 7 inches in diameter.

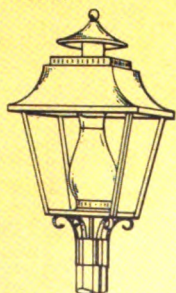
4. Toadstool; 15 inches high, top diameter 12 inches.



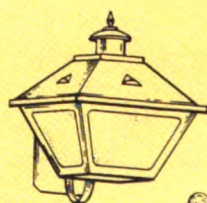
POST LANTERNS



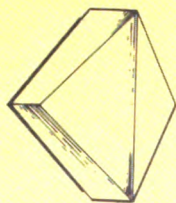
1. Contemporary style post lantern with glass diffuser; light control turns lantern on at dusk, off at dawn.



2. Popular traditional lantern with clear glass panels. Frosted chimney reduces bulb brightness.

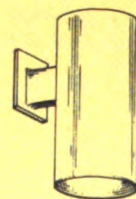


3. Traditional style wall, and over-door brackets which are open at the bottom give useful down-lighting; frosted glass panels reduce bulb brightness.

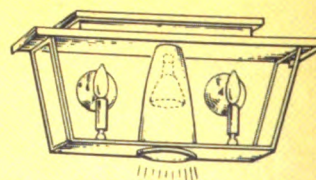


4. Contemporary light form in white glass on black base.

WALL BRACKETS



5. Cylindrical bracket with two bulbs positioned to give up and down-lighting.



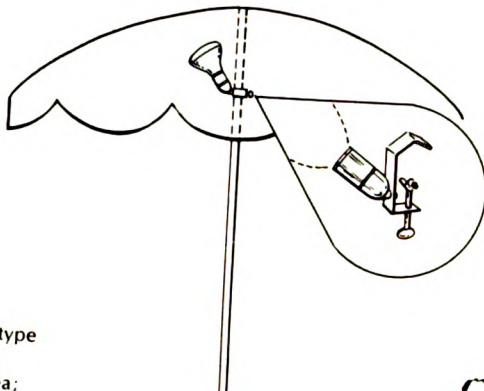
6. Clear decorative bulbs behind clear glass; concealed 75-watt reflector bulb provides down-lighting.



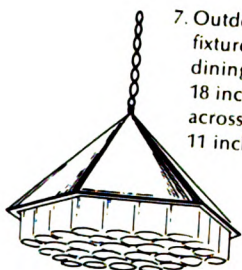
7. Coach-type lantern with clear glass and decorative bulb; use in conjunction with recessed down-light fixtures.



5. Amber glass hanging lantern; 5 inches by 12½ inches.

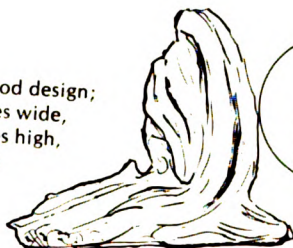


6. Adjustable socket on 2" clamp attaches to umbrella pole.



7. Outdoor-type fixture for dining area; 18 inches across, 11 inches high.

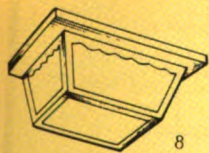
8. Driftwood design; 14 inches wide, 13 inches high, 7 inches deep.



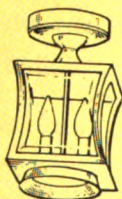
9. Bulb concealed in 2-inch cattail "head" provides accent lighting; 64 inches tall.

CEILING FIXTURES

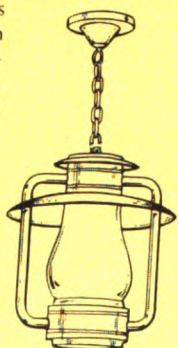
Depending on personal choice and ceiling heights, fixtures may be surface mounted (8); short suspension (9); or chain suspension (10). Recessed fixtures (11 and 12) use incandescent light bulbs; fixture type (13) uses fluorescent tubes. Recessed fixtures are suggested to provide utilitarian down-lighting when decorative high-styled wall brackets are used.



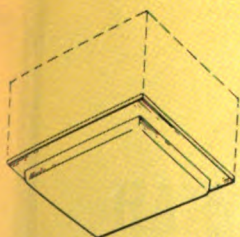
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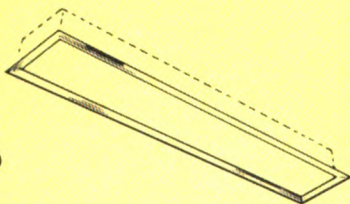
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11



12



13

Entrance fixtures

Select fixture types in a style that will harmonize with your architecture. Two wall brackets—one on each side of the door—are preferred; if one, locate it on the lock side of the door, or use a bracket over the door. Select brackets which are open at the bottom or covered by glass to give useful down-lighting. For softer, less glaring light, choose wall brackets with frosted glass.

High-styled, coach-type wall brackets, desired for their handsome qualities, are usually closed at the bottom and equipped with clear glass panels. Since they are selected more for their charm than lighting effectiveness, use low-wattage clear or iridescent decorative bulbs. Then combine the decorative brackets with one or more functional recessed fixtures to provide down-lighting on the steps.

A cheerful and well-lighted house may require a correlation of post lantern, path and step lights, entrance and garage lights, and for a flattering effect (but useful, too) down-lights may be installed in the overhang. An illuminated house number will prove to be a convenience to you and your callers. Or use numerals which are contrasting in color to their background and place them below or beside a wall bracket.

PRODUCT PRIMER: Outdoor lighting—The way it works . . . (Continued)

●Facts about wiring

Proper wiring is essential for the complete enjoyment and safety of outdoor living after dark. A garden with underground wiring to switch-controlled permanent fixture locations and convenience outlets is a safe and convenient system. It allows for lighting and the use of electrical appliances and garden power tools, too. But temporary wiring has its place, also. It allows for some of the far-ranging experiments you'll want to try before making final decisions. Here are some facts about both systems:

Temporary wiring

Use outdoor-type rubber extension cords of at least No. 16 wire size. They come in lengths of 25, 50 and 100 feet with sockets and plugs molded in weather-proof rubber. Connect the cord into the nearest outlet in or on the house or garage. Then you'll need at least one outdoor-type portable double-convenience outlet fixture (see sketch). Extension cords and outlet fixtures are available in 2-conductor and 3-conductor grounded types; 3-conductor grounded wiring devices are recommended. Some garden fixtures have a built-in outlet into which another fixture can be plugged. Since you are using regular house circuits, be sure you don't exceed 1600 watts on a 15-ampere circuit, or 2000 watts on a 20-ampere circuit.

Permanent wiring

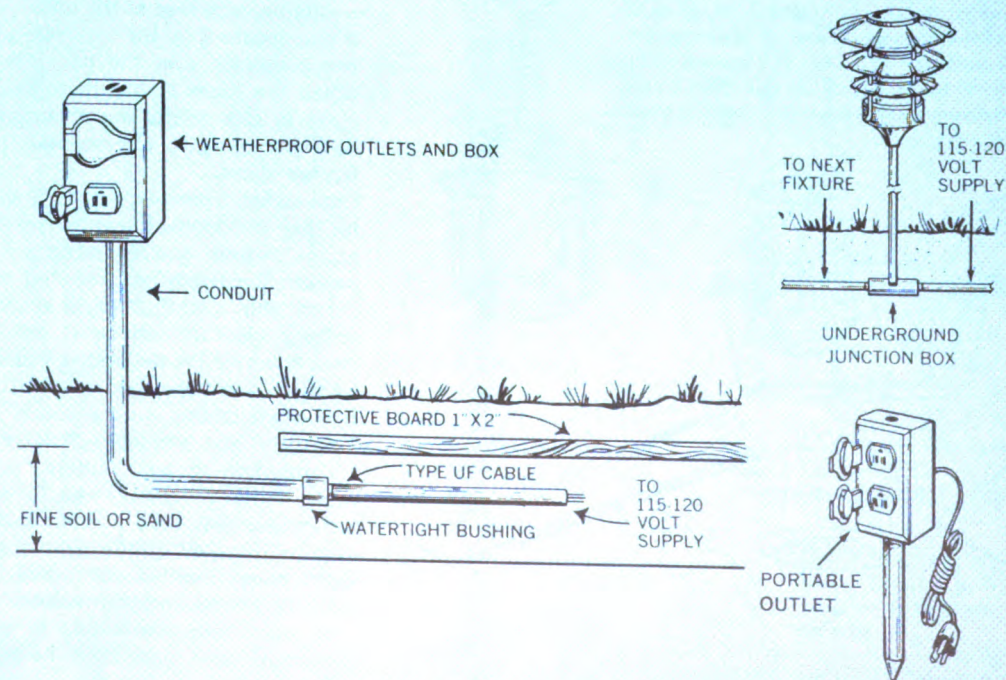
This is really a job for the experts. Your electrician will know the local electrical codes as well as how to install permanent wiring. But if you've had experience along these lines, and if the local codes allow it, you can do the job.

Once your plan for lighting is settled, Neoprene plastic (type UF) cable is run in trenches out to the areas you're going to light. Most electrical codes require

metal conduit or sheath only where the cable emerges from the ground. But check. The cable is connected to weatherproof outdoor outlets or to underground junction boxes on which fixtures can be permanently installed (see sketch). Convenience outlet boxes can be located on the house, a fence, post or tree, or can be set in other desired locations for the use of portable equipment. Locate equipment so it cannot cause falls or be damaged by mowing or digging. Separate circuits for outdoor lighting should be provided in the house panelboard and switch controlled from the house. Always make a sketch of the wiring layout for ready reference, for repairs or when additional fixtures may be installed. You can install an electric-eye or timer to control selected lighting units so your grounds will be lighted at dusk whether you are home or not.

Seven hints for safety's sake

1. Work only when the ground is dry.
2. Have a switch to control the outdoor circuits and turn OFF all current while you're working.
3. Use only outdoor-type equipment with waterproof cords, plugs, sockets and connections.
4. Tape temporary connections with electrical tape. Elevate them to keep connections out of puddles.
5. Some holders for bulbs come equipped with gaskets—round rubber rings. Use them. They create a seal around the neck of the bulb to keep moisture out of the socket.
6. For lily pad fixtures and bulbs placed in water use a cord with molded rubber socket. Such a socket tightly grips the neck of the bulb, thus preventing water from seeping into the socket.
7. Water and 120 volts of electricity don't mix. But it is safe if you make all connections and put the bulbs in the water first, THEN turn on the current.



(Continued on page 68)

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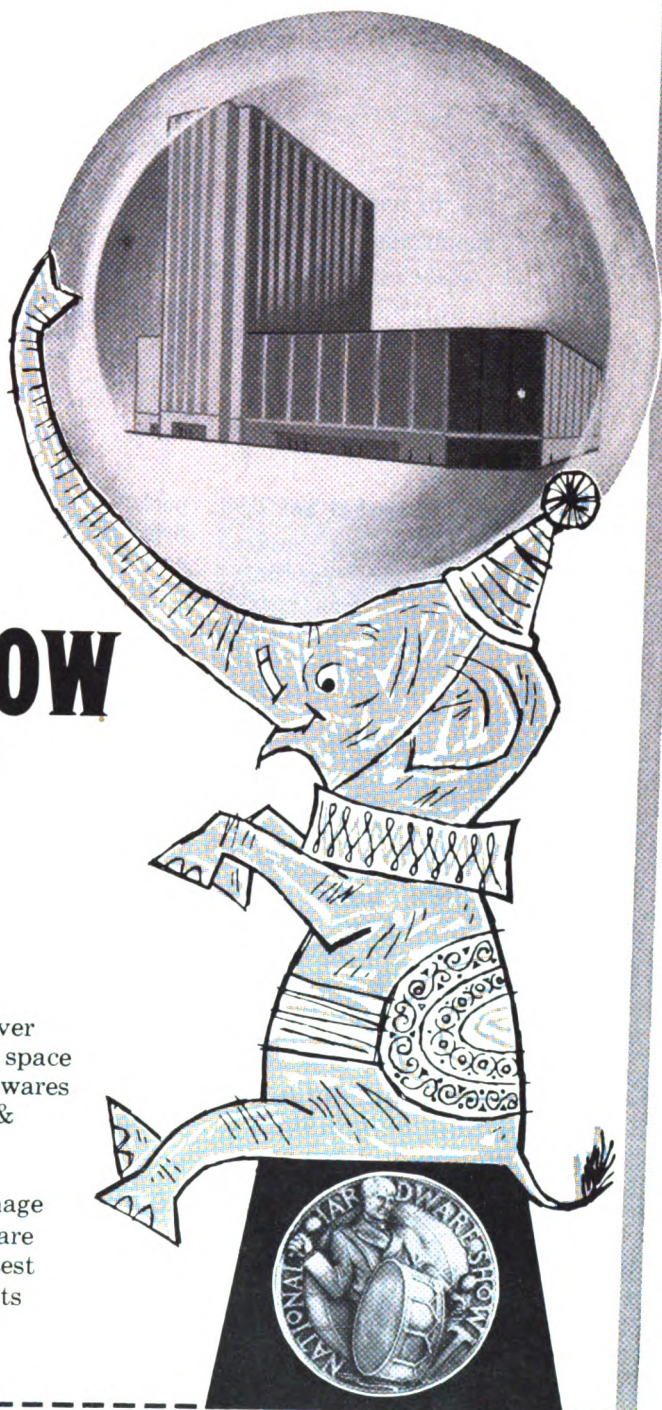
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in products and displays

Shrink-wrapped socket set

This shrink-wrapped socket set includes a 10 in. reversible ratchet, 5½ in. extension, spark plug socket and eight 12 pt sockets with ½ to 1 in. openings. A 6 ft steel tape rule is included



free with each set. Vlcek Tool Co., Dept. HA, 3001 E. 87th St., Cleveland, Ohio.

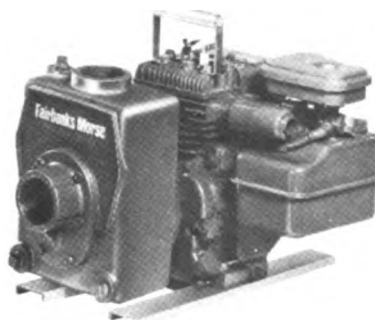
Want more facts? Circle 1, p. 53

NOTICE . . . When using the Quick Check Postcard to obtain more information about an item or line described in this issue, please be sure to include your Zip Code on the inquiry card. It will facilitate handling, and speed your reply.

Line of self-priming pumps

Two engine driven self-priming pumps are included in the Fairbanks Morse line for use in excavation dewatering, basement draining, irrigation, swimming

pools, emergency water supply, fire fighting, fertilizer pumping and other utility pumping appli-

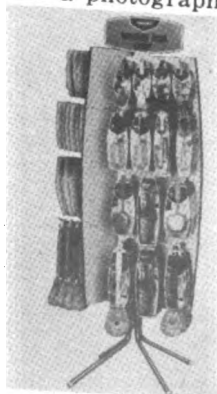


cations. Units feature easy recoil starters. Fairbanks Morse Pump Div. Colt Industries, Dept. HA, 3601 Kansas Ave., Kansas City, Kansas 66110.

Want more facts? Circle 2, p. 53

Carded brush merchandiser

This display for household brushes features color merchandising cards with each brush. Card has a photograph showing



the most likely place where the brush will be used. Display contains 23 items including bowl, dish and sink, scrubs, bottle,

stove and appliance brushes. Empire Brushes, Dept. HA, 200 William St., Port Chester, N.Y.

Want more facts? Circle 3, p. 53

Decorator wall clock line

Normandy and Carwood decorator wall clocks are cordless. Normandy (left) comes in a geometrically designed case touched off with a brushed brass finished metal dial, has a diameter of 19½ in. and retails for \$29.95. A hand carved appear-



ance and a diamond shaped walnut finished frame case are features of the Carwood. This decorator wall piece measures 22¾ in. from tip to tip and retails for \$29.95. Westclox Div. General Time Corp., Dept. HA, LaSalle, Ill.

Want more facts? Circle 4, p. 53

Number and letter displays

This display for numbers or letters uses an expanded aluminum rack with individual deep-formed pockets that hold 2 doz of each figure. Open space in back of rack is for stock. Displayer can be used for three displays of a complete alphabet, a complete set of numbers, or two

For more information on items described in these pages, circle number of the items on the Quick Check Postcard on page 53. Our computer processing department will speed your request to the manufacturer. Be sure to indicate your wholesaler.

complete sets of numbers. Rack is available in black or gold finish and the numbers and letters in stainless steel, brass, bronze, Nulame or Alblack. Comes free



with the purchase of stock assortments. *Macklanburg-Duncan Co., Dept. HA, Box 25188, Oklahoma City, Okla. 73125*

Want more facts? Circle 5, p. 53

Color coded porous tip pens

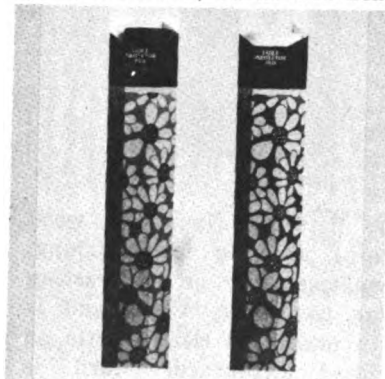
The Trim-Tip color coded porous tip pens write easily on rough surfaces as well as smooth. Pen's color indicates the color of the ink. Trim-Tips come in eight colors, and a spin-around display



is free with an initial order of one gross pens. Pens retail at 49¢ each. *Carter's Ink Co., Dept. HA, Cambridge, Mass. 02142.*
Want more facts? Circle 6, p. 53

Waterproof table protector

This waterproof table protector is stain-resistant and light-weight. It protects from spills, scratches, burns and heat



rings. Protectors are made of vinyl over a thick foam backing. They come in sizes of 52 by 72 in. and 52 by 96 in. and in white and simulated walnut wood grain. Pads retail at \$5.89 and \$6.89. *Consumer Products Div., Plymouth Rubber Co., Inc., Dept. HA, Canton, Mass. 02021.*

Want more facts? Circle 7, p. 53

Electric two speed blender

Rival's Model 939 blender has two speeds. Unit has push button control and comes in a contemporary, trimline design. The blender has four stainless steel blades for blending and cutting action. Unit is equipped with a

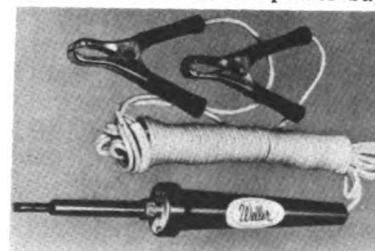


620 watt motor. *Rival Mfg. Co., Dept. HA, 36th and Bennington, Kansas City, Mo. 64129*

Want more facts? Circle 8, p. 53

Twelve volt soldering iron

Model TCP-12 soldering iron operates from a 12 volt battery or 12-14 volt AC/DC power sup-



ply. The soldering unit comes with a 12 ft cord and battery clips. Tool comes with a 700 deg F., 3/16 in. screwdriver tip. *Weller Electric Corp., Dept. HA, 100 Wellco Rd., Easton, Pa. 18042*
Want more facts? Circle 9, p. 53

Plastic lunch containers

Here's an assortment of plastic lunch containers. Included in the line are fruit bowls, pie and sandwich boxes and containers



for jumbo sandwiches or vegetables and meat. Containers are labeled for correct food usage. **Columbus Plastic Products Div. Borden Chemical Co., Dept. HA, 1625 W. Mound St., Columbus, Ohio 43223.**

Want more facts? Circle 10, p. 53

Decorator designed cabinets

Marvel's decorator designed cabinets can be used in bathroom, bedroom, dressing room, hall, recreation or sewing rooms and kitchen. Besides the decorator designed cabinets, Marvel has a line of steel cabinets for many storage needs. **Marvel Metal Products Co., Dept. HA, 3843 W. 43rd St., Chicago, Ill. 60632.**

Want more facts? Circle 11, p. 53

Plastic covering materials

This all-metal rack contains R-V-Lite and Cel-O-Glass plastic covering material. Rack is avail-



able to dealers for \$8 with purchase of \$49 worth of materials. Display contains a complete line of wire and fabric plastic cover-

ing materials for home, industrial, commercial and agricultural use. **R-V-Lite Products Div., Arvey Corp., Dept. HA, 3500 N. Kimball Ave., Chicago, Ill. 60618.**

Want more facts? Circle 12, p. 53

Household edging accessory

Cono-Band edging accessory comes in a roll of plastic laminate $1\frac{5}{8}$ in. wide by 12 ft long. It is available in different colors



and patterns (including wood grain) allowing for matching, complementary or contrasting edge treatment. Cono-Band is skin packed in clear plastic on printed cardboard. Card is punched for hanging on display hooks. **Conolite Div. Woodall Industries, Dept. HA, 425 Maple Ave., Carpentersville, Ill. 60110.**

Want more facts? Circle 13, p. 53

Self-adjusting nut driver

Vaco's self-adjusting nut driver has a series of nested steel sockets at the end of driver's shaft which automatically adjust themselves correctly to size of hex involved. Driver accommodates seven sizes ranging from $\frac{1}{4}$ to $\frac{7}{16}$ in. Hollow shaft of the driver enables it to take bolt extensions up to a length of $1\frac{7}{16}$ in. Shaft is chrome plated and contains a corrosion-

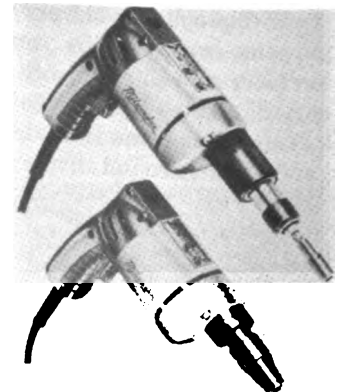


proof internal mechanism and tempered steel springs. Tool is cased and retails for \$3.85. **Vaco Products Co., Dept. HA, P. O. Box 3319, Merchandise Mart, Chicago, Ill. 60654.**

Want more facts? Circle 14, p. 53

Two self-drilling drivers

These two self-drilling drivers can also be used as self-tapping fasteners. Both units do 2500 rpm and are available with adjustable or positive type clutches. Drivers are engineered to drive up to $\frac{1}{4}$ in. self-drilling fasteners through a maximum material thickness of $\frac{3}{16}$ in. cold rolled steel. Models 6781-1



and 6796-1 have ball and roller bearings. Armatures and fields have high temperature windings, especially designed to seal units from moisture, abrasive dust and

(Continued on page 56)

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Please print name and address carefully. This Post Office Box is for Reader Inquiry Postcards only. Address all other mail to **HARDWARE AGE**, Chestnut & 56th Sts., Philadelphia, Pa. 19139

HARDWARE AGE. I want details on items circled:

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500 Cover spread adv.

600 Second cover adv.

700 Third cover adv.

800 Back cover adv.

Name

Firm

Street

City

Zip Code

State

My title

My wholesaler

Wholesaler's address

City

State

Zip

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Use this quick way to KEEP POSTED on NEW ITEMS AND NEW SELLING IDEAS

It's easy to keep up-to-date on latest information on new items, new merchandising ideas, special deals and other profit building information.

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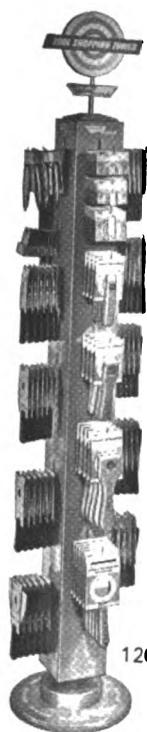
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Firm
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My wholesaler
Wholesaler's address
City State Zip

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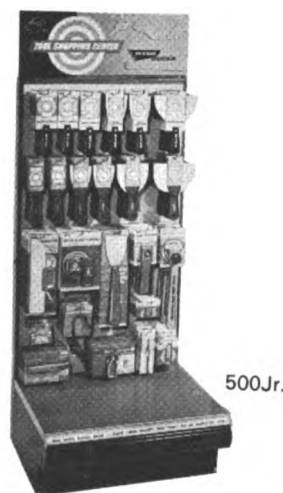
a Hyde salesman for every store



750



120X



500Jr.



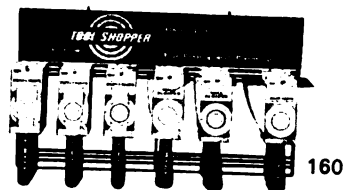
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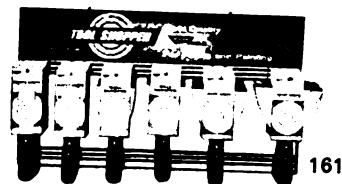
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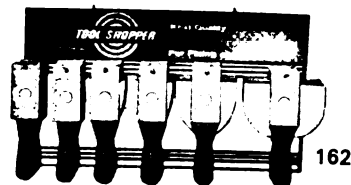
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162

LARGE STORE—The big, beautiful 750 makes more tool sales and profits . . . faster . . . actual tests in stores prove it. Displays 73 different fix-up and paint-up tools identified and classified for impulse sales. Blue finished wood unit has a lighted canopy and storage space in base. The 750 is 6' wide 6'5½" high and less than 2' deep. The 650 is a beautiful wood revolving tower that takes only an 18" circle of floor space. Displays and stocks 47 different fix-up paint-up tools.

MEDIUM STORE—The 120X all wood, finished in blue, revolving floor tool tower takes only a 14" circle of floor space. The fixture features 23 different fix-up paint-up tools. The 500X Fixture, winner of many point of sale display awards, features 48 different fix-up paint-up tools. This all metal unit finished in blue and white is a sales maker for the end of a gondola. Fixture measures 36" wide.

SMALL STORE—The 500Jr., an all metal fixture is 24" wide displays and stocks 25 different fix-up paint-up tools. No. 163 Mini-Rack displays 23 different tools in a space 44"x21". No. 160 Mini-Rack displays Black and Silver putty knives and scrapers on less than 2' of wall space. No. 161 Mini-Rack displays Blue Diamond putty knives and scrapers on less than 2' of wall space. No. 162 Mini-Rack displays Hyco putty knives and scrapers on less than 2' of wall space.

HYDE

TOOLS

SOUTHBIDGE, MASS., U. S. A.

Want more facts? Circle 112, p. 53

THE GREATEST LINE OF FIX-UP PAINT-UP TOOLS—PACKAGED TO SELL



grounding. *Milwaukee Electric Tool Corp., Dept. HA, 13185 W. Lisbon Rd., Brookfield, Wis. 53005.*

Want more facts? Circle 15, p. 53

Fluorescent sign assortment

This assortment of fluorescent signs comes with compact display racks and indexed dividers. The display holds 72 signs. Signs are made on rust-resistant aluminum stock measuring 10 by 14 in. Each sign is silk-screened with Day-glo red and jet black on a white base. Holes are placed at



each corner for installation. Assortment 800-36 is packaged as a complete set including a free display rack, sign dividers and header sign. *Hy-Ko Products Co., Dept. HA, 6813 Wade Park Ave., Cleveland, Ohio 44103.*

Want more facts? Circle 16, p. 53

Medication reminder clock

Here's the Medi-Chron audiovisual medication reminder electric alarm clock. Clock serves as a reminder for people who take medication daily. Unit includes time bar that pops up and sounds at same time when pre-set medication interval expires. A medication box comes with clock and a key is provided so compartment may be kept locked. The select dial is a timer that can be set for medication inter-



vals of four, six, 12 and 24 hrs. Medi-Chron is available in Antique White or Gold, and a wood-tone. *Westclox Div. General Time Corp., Dept. HA, LaSalle, Ill.*

Want more facts? Circle 17, p. 53

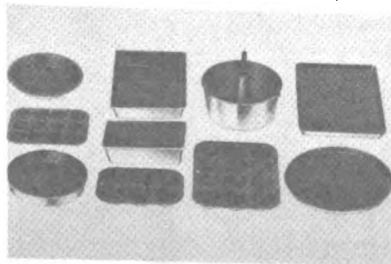
Household floor care center

General Electric's floor care center display has a lighted header and removable shelves. Line of products included on merchandiser includes a vacuum cleaner, canister, portable and upright cleaners; and two models of floor polishers, each with rug shampoo attachments. *General Electric Co., Housewares Div., Dept. HA, 1285 Boston Ave., Bridgeport, Conn. 06602.*

Want more facts? Circle 18, p. 53

Silicone coated bakeware

The Fashion brand of non-stick aluminum bakeware is coated with easy-cleaning silicone. Silicone finish will withstand temperatures of over 500 degrees F. Items featured in the line are muffin, cake, cookie, bis-

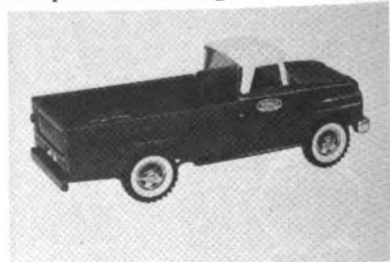


cuit, roast, bread and pizza pans. *Mirro Aluminum Co., Dept. HA, Manitowoc, Wis. 54220.*

Want more facts? Circle 19, p. 53

Toy slab-side pick-up truck

This toy pick-up truck features slab-side design. It has a snap-down tailgate, chrome



wheel discs, whitewall tires and a "glassed-in" cab. Dimensions of the toy truck are 14 1/4 in. long, 5 1/4 in. high, and 5 1/2 in. wide. *Tonka Corp., Dept. HA, Mound, Minn. 55364.*

Want more facts? Circle 20, p. 53

Bike with console gear box

This bike has a chrome and walnut veneer gear console. Console houses a shifting lever for



three or five speeds. Bicycle features red band tires and a lengthened frame. *Huffman Mfg. Co., Dept. HA, P. O. Box 1036, Dayton, Ohio 45401.*

Want more facts? Circle 21, p. 53

Lawn insecticide cartridge

These lawn insecticide cartridges are for use in Judd Ringer's Killer Kanes. Number 303 Kartridge for Lawn Insects is added to a water filled Killer



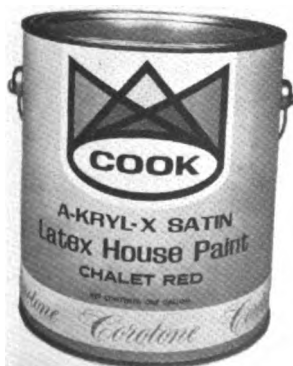
Kane with nozzle on small spray and is then ready for use against ants, grubs, worms, and many other insects around the home. Vials containing 16 cartridges retail for 79¢. *Judd Ringer Corp., Dept. HA, 3355 Republic Ave., Minneapolis, Minn. 55426.*
Want more facts? Circle 22, p. 53

Assortment of pop art toys

Zenith Industries has an assortment of "pop art" vinyl squeaker toys. The toys include items for dogs and cats. There are play cigarettes, soup bones. All are washable and colors are harmless. Each toy has a two-way squeaker voice. Suggested retail for each is 79¢. *Zenith Industries, Inc., Dept. HA, 303 Mercer St., New York, N. Y. 10003.*
Want more facts? Circle 23, p. 53

Expansion to house paints

Cook's A-Kryl-X satin latex house paint has color and gloss retention. Paint has good flow properties, can be applied over

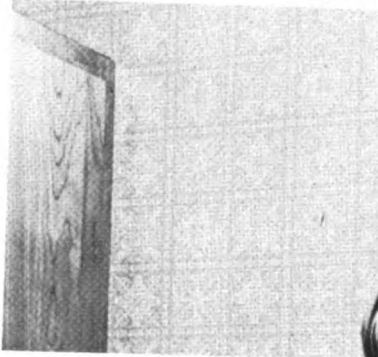


a variety of properly prepared surfaces with a brush, roller, or spray on new or previously painted surfaces such as wood, masonry, brick, cement, stucco, metal, asbestos or asphalt-gran-

ule. A-Kryl-X satin is available in 40 colors plus white or Colonial white. *Cook Paint and Varnish Co., Dept. HA, P. O. Box 389, Kansas City, Mo. 64141.*
Want more facts? Circle 24, p. 53

Melamine coated wallboard

The decorator pattern wallboard gives a wallpaper-like design. Jardin pattern comes in



specially selected color modes for today's interiors. Colors are white print on blue, white on fern olive, and gold on white. *Panelboard Mfg. Co., Inc., Dept. HA, 222 Pacific St., Newark, N. J. 07114.*
Want more facts? Circle 25, p. 53

Outdoor Christmas lights

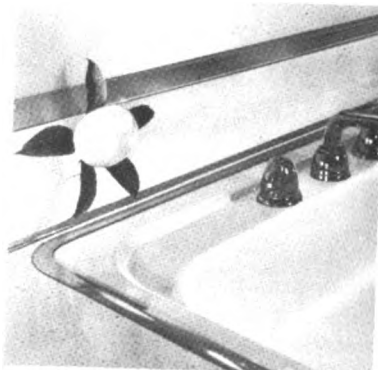
These outdoor Christmas lights have miniature plug-in lamps. Each bulb in the set has



a weather-proof plastic jacket around its base to seal out moisture. Bulbs are protected by an all-weather color coating. *General Electric Co., Miniature Lamp Dept., Dept. HA, Nela Park, Cleveland, Ohio 44112.*
Want more facts? Circle 26, p. 53

Decoratively styled soap

This hand and bath soap is decoratively styled. It is called Peg Soap because it sets on a peg rather than in a dish or tray. Peg is affixed to wall with water-



proof adhesive. A garnish of plastic leaves sets off the soap in forms and colors of lemons and limes. *Satellite Soap Co., Dept. HA, 311 Moran Rd., Grosse Pointe Farms, Mich. 48236.*
Want more facts? Circle 27, p. 53

Package for pinking shears

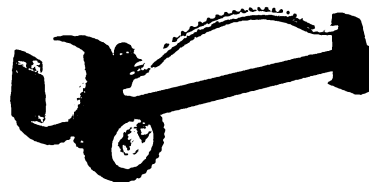
This package for Wiss pinking shears serves as an attractive gift box and a self-service mer-



chandiser. The shears cut a seam finish and feature a ball bearing pivot. Retail price is \$7.95. *J. Wiss & Sons Co., Dept. HA, 33 Littleton Ave., Newark, N. J. 07107.*
Want more facts? Circle 28, p. 53

Oscillating sprinkler unit

This oscillating sprinkler unit is equipped with a built-in water meter timer. It shuts off water



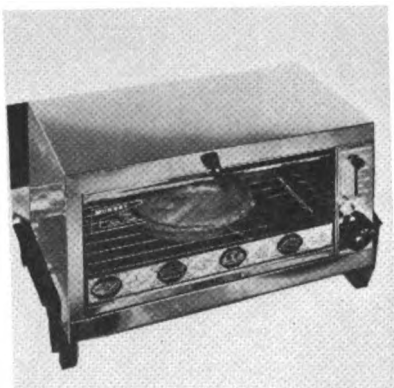
after a pre-set amount has passed through the sprinkler. Unit also features a spray tube

which projects water in sharply defined streams, combining a controlled pattern with wide angle even coverage. Model 3500 retails for \$16.95. *H. B. Sherman Mfg. Co., Dept. HA, 22 Barney St., Battle Creek, Mich. 49104.*

Want more facts? Circle 29, p. 53

Combination baker-broiler

Model BT-600 baker-broiler bakes pies, pizza, biscuits, potatoes, broils steaks, roasts, chops and hamburgers. Unit includes

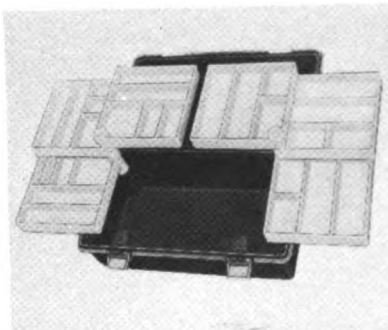


a 10½ by 14½ by 4¾ in. cooking area, a clear glass door, three rack positions, drip tray, mar and heat-free handles and legs, a chrome finish inside and out, heat control up to 500 deg F., and heats from both sides when set on "warm." Suggested retail is \$39.95. *Munsey Products Inc., Dept. HA, P.O. Box 4285, Little Rock, Ark. 72204.*

Want more facts? Circle 30, p. 53

Swivel trays in tackle box

Each tray in this tackle box swivels around a post in the back corner of container and spreads out its contents in 27 sections. Box has six swivel trays. Trays do not overlap each other. Shell of unit is unobstructed for storage of spare reels, scalers and other fishing equipment. It is made through-



out of ABS copolymer and guaranteed against breakage. *Vlcek Plastics Co., Dept. HA, Middlefield, Ohio 44602.*

Want more facts? Circle 31, p. 53

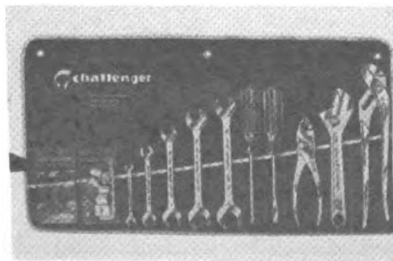
Line of caulking compounds

Two additions to the Glidden line of caulking compounds include one for the do-it-yourself market and one for the maintenance market. A new label for Craftsman caulking compound has also been added. Spred Latex caulk was formulated for the do-it-yourselfer. It may be painted over with latex or oil base paints. Spred Butyl is an architect-grade caulk for use in the maintenance market. Oil or latex paints may be applied over this sealant. *Glidden Co., Dept. HA, 900 Union Commerce Bldg., Cleveland, Ohio 44115.*

Want more facts? Circle 32, p. 53

Plastic roll-up tool kit

This kit contains 21 tools that are stored in plastic roll-up pockets. Set includes five open end wrenches from ¼ to ¾ in., a 6 in. slip-joint plier, 9 in. five-adjustment offset nose plier, 8 in. mechanics and Phillips screw-



drivers with plastic handles, 8 in. adjustable wrench, nine-piece ¼ in. drive socket set from ¼ to 7/16 in., and a pouch for nuts, bolts and screws. *Challenger Tool Co., Dept. HA, 3001 E. 87th St., Cleveland, Ohio 44104.*

Want more facts? Circle 33, p. 53

Self-sticking wall covering

Florentine Marble self-sticking wall covering is applied by peeling off backing paper and



pressing on wall. Each covering is 12 in. square; made of durable styrene and in colors of Alabaster white and Onyx black. Suggested list price for box of 6 panels is \$3.59. *The Decro-wall Corp., Dept. HA, Yonkers, N. Y.*

Want more facts? Circle 34, p. 53

NOTICE . . . When using the Quick Check Postcard to obtain more information about an item or line described in this issue, please be sure to include your Zip Code on the inquiry card. It will facilitate handling, and speed your reply.

King size household cleaner

Windex window and household cleaner comes in a king size 20 oz aerosol can. Cleaner can be used on counter tops, tile walls,

Want more facts? Circle 113, p. 53
HARDWARE AGE, July 1, 1967

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In the old days, a lot of history-making people used Winchester-Western ammunition. Men like Theodore Roosevelt, Buffalo Bill and Sitting Bull.

Their lives depended on Winchester-Western ammunition. They had to have the best ammo they could get. Or else.

Now of course, your customers probably don't want to win the West anymore. Or stop the pony express. (At least, we hope not.)

But they might want to win the skeet championship of Oklahoma. Or bag the biggest deer in Eagle

County, Colorado. Or even stop a charging rhino in the veldt.

They still can't do better than Winchester-Western.


We've been making bullets and shot for a 100 years. And we've been improving it for 99 years.

Even today we shoot up about \$40,000 worth of ammo every month just looking for ways to make it better. (The first cup wad, the first shot-protecting collar and the only com-

pression-formed hull came out of this expensive procedure.)

In other words, what was good enough for Theodore Roosevelt, Buffalo Bill and Sitting Bull, wasn't good enough for us. We have to make the best.

And that's something to recommend.



Recommend
Winchester-Western ammunition.
It may help your customers
go down in history.

TURN PENNIES INTO DOLLARS!

From the Quality House of **SKODCO**

Giant, Money-Making KRON HAND HACKSAW BLADE PROMOTION ...



Offer good
only during
July and August, 1967

DISPLAY:

KRON hacksaw blades are made to Sweden's highest standards. Colorful display contains an assortment of 50 Tungsten Alloy and 50 Molybden High Speed Blades.



BUY ONE
DISPLAY UNIT
OF 100 BLADES

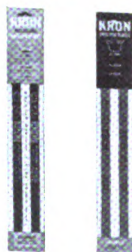
PLUS ONE PENNY



GET
10 ADDITIONAL
BLADES (5 TUNGSTEN
AND 5 MOLYBDEN)
AS A BONUS

TWINPACK:

Each carded pair of blades comes in either a select grade or high speed Molybden grade. Choice of 18, 24 or 32 T.P.I.



BUY
10 SETS
OF EITHER

PLUS ONE PENNY



GET
AN EXTRA
2 BLADE PACK
AS A BONUS

REGULAR PACK:

Packed 10 blades per bundle with 10 bundles to each metal container. Available in **Select** and **Molybden** plus **NPU** (special "super" high speed) and **Wolfram** (semi-flexible Tungsten Alloy).



BUY
100 BLADE
PACK

PLUS ONE PENNY



GET
10 ADDITIONAL
BLADES AS
A BONUS

SKODCO, P.O. Box 242, Dept. HA, Greenwich, Conn. 06831

Please send me complete information on:

☐ DISPLAY ☐ TWIN PACK ☐ REGULAR PACK

We are:

☐ RETAILER ☐ DISTRIBUTOR ☐ INDUST. SUPPLIER
☐ OTHER

NAME _____

STORE _____

STREET _____

CITY _____ STATE _____ ZIP _____

HURRY—this offer lasts only until August 31, 1967. Here's top quality at a value you shouldn't pass up. Act now; take advantage of SKODCO's big **One Penny Sale**.

SKODCO

P. O. Box 242, Dept. HA, Greenwich, Connecticut 06831



porcelain refrigerators, washers and dryers. Windex will clean chrome surfaces also. *Drackett Co., Dept. HA, 5020 Spring Grove Ave., Cincinnati, Ohio 45232.*

Want more facts? Circle 35, p. 53

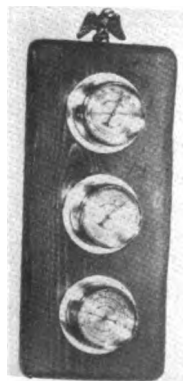
Wall finish and paint line

Textron's quintet of a latex, flat wall finish, an alkyd, self-sealing flat wall paint and a semi-gloss enamel will be distributed under the BPS trademark by the Vita-Var Co. They come in colors and tint bases coordinated with both companies' tinting systems for a possible range of 1,500 colors. *Vita-Var Corp. Div. Textron Industries, Inc., Dept. HA, 177 Oakwood Ave., Orange, N.J. 07050*

Want more facts? Circle 36, p. 53

New weather instrument

This weather station has a thermometer, barometer, and a humidity meter. Dials are ex-

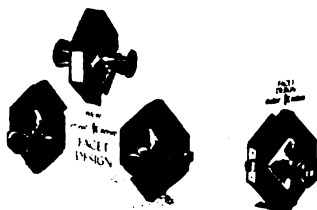


cuted with micrometer precision and are done in etched aluminum. Housings are molded of non-corroding plated Cyclac ABS thermoplastic. Retail cost is about \$15. *Springfield Instrument Co., Inc., Dept. HA, Hackensack, N.J.*

Want more facts? Circle 37, p. 53

Display mounts for locksets

These display mounts were designed for the Facet (shown) and Grecian styled locksets. Sets include single and trio mounts for each of the two designs. Trio mount consists of an entry, passage and bathroom lockset, one

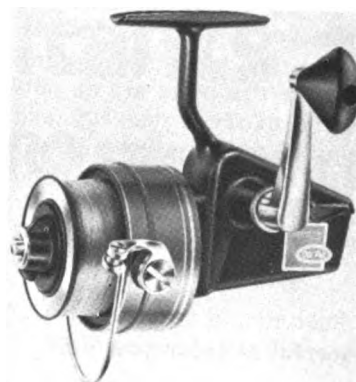


each in brass, bronze and nickel antique finishes. Single mount has an entry in antique finish. Both come in jet black and arctic white finishes. *Kwikset Sales and Service Div. Emhart Corp., Dept. HA, 516 E. Santa Ana St., Anaheim, Calif. 92803.*

Want more facts? Circle 38, p. 53

Spinning reel expansion

The Old Pal fishing equipment line has two new spinning reels in its series. The Cheetah has a 1:5.1 gear ratio, specifically designed for fresh and light salt water fish. It is shipped with a 4-lb line on spool. The Jaguar (shown) is a heavy-duty salt water reel designed for surf or boat fishermen. Its gear ratio is 1:3.58 and is shipped with a 15-



lb line on spool. *Old Pal Div. Woodstream Corp., Dept. HA, Lititz, Pa. 17543.*

Want more facts? Circle 39, p. 53

Expanded line of adhesives

An expanded line of adhesives is manufactured under the "Scotch" brand label. Line includes super strength adhesive, epoxy adhesive, contact cement, wood and paper glue, and tub and tile calk. The assortment of adhesives is arrayed on a display rack which offers a free guide to most effective use of the products. *3M Co., Dept. HA, 2501 Hudson Rd., St. Paul, Minn. 55119.*

Want more facts? Circle 40, p. 53

Waterproof full-lace boots

The Polar Pac full-lace waterproof outer boot is all rubber and seamless. A felt liner fits into the boot to provide insulation

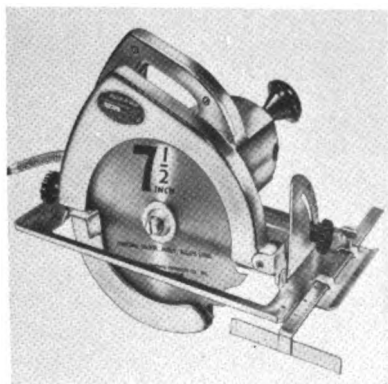


and protection in cold weather. In fall and spring the liner can be removed to make the boot an over-the-shoe type. Featured on the Polar Pac boots are an outsole, reinforced toe cap and vamp, and no-rust eyelets. *Servus Rubber Co., Dept. HA, 1100 2nd St., Rock Island, Ill. 61201.*

Want more facts? Circle 41, p. 53

Powerful circular saw unit

Here's a powerful, heavy-duty 12 amp 7½ in. circular saw that delivers 2½ hp. Unit is powered

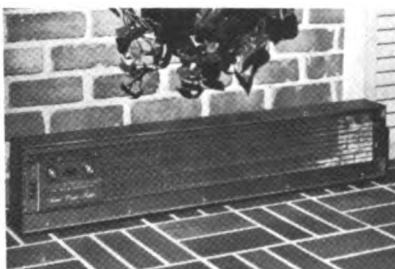


by a 115 volt AC, 25 to 60 cycle motor and features a ball bearing safety slip clutch that eliminates kickbacks. It has a speed of 5000 rpm and has a spring back blade guard. Saw comes with a three conductor, 6 ft rubber cover and cord. *Electro Engineering Products Co., Inc., Dept. HA, 1801 N. Central Park Ave., Chicago, Ill.*

Want more facts? Circle 42, p. 53

Fan-forced perimeter heater

This fan-forced three-heat perimeter heater is finished in a walnut wood grain Arvinyl bonded on steel. The three heats have a wattage of 1000, 1320 and 1650 and are instantaneous. Heat is circulated from ribbon elements on wide-angle reflector at 30 cfm. Heater measures 40 in. wide by 8 in. high by 3½ in. deep and weighs 13 lbs. Model

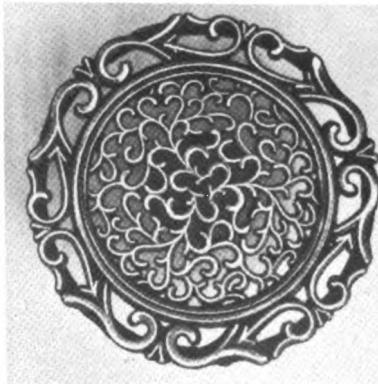


48H36 has a suggested retail of \$34.95. *Arvin Industries, Inc., Dept. HA, Columbus, Ind.*

Want more facts? Circle 43, p. 53

Filigree styled drawer knob

This filigree drawer knob is in true Mediterranean design. Knob is 1¾ in. in diameter, available

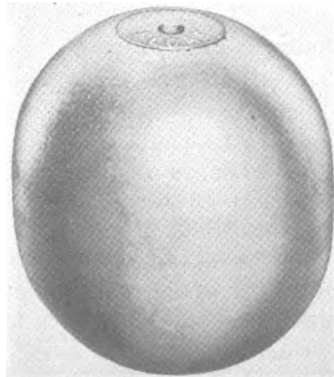


in white/gold, antique copper, brass or iron. *Robin Hardware Corp., Dept. HA, P.O. Box 513, Woodside, N.Y. 11377.*

Want more facts? Circle 44, p. 53

Buoyant toilet tank float

Float is made of styrafoam for greater buoyancy. Featured is easy installation and self-

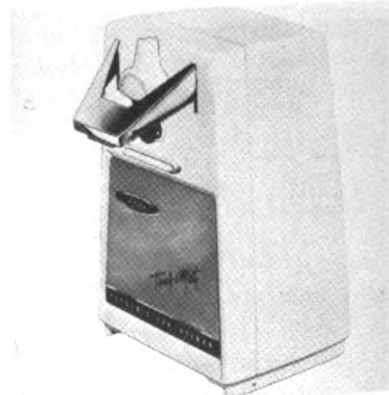


threading which cuts down the possibility of thread damage when attached to the float rod. *EPCO Sales, Inc., HA, 3204 Sackett Ave., Cleveland, Ohio 44109.*

Want more facts? Circle 45, p. 53

Automatic can opening unit

Model 504-26 automatic can opener can be operated with one hand. Oster's Touch-A-Matic per-



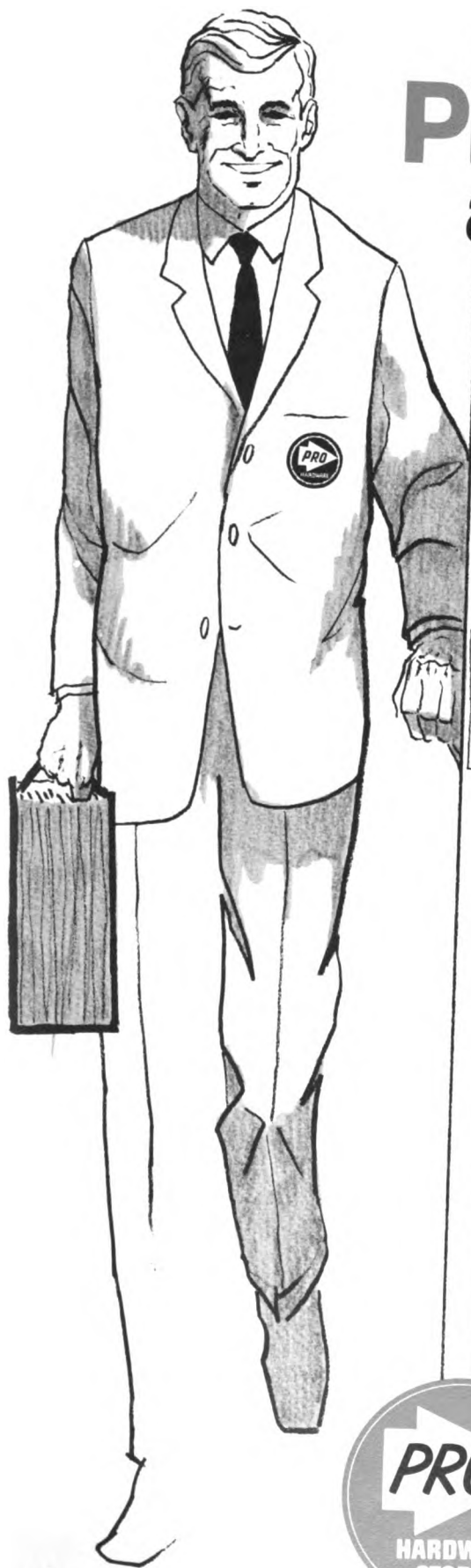
mits easy opening of odd shaped, large, and dented cans. Unit features a magnetic lid lifter. Opener comes in a white design. Product retails for less than \$13. *John Oster Mfg. Co., Dept. HA, Milwaukee, Wis.*

Want more facts? Circle 46, p. 53

Decorative dry wall screws

The Molly Division of United Shoe Machinery Corp. has dry wall screws in decorative tones. Fasteners are finished in copper, bronze, zinc, and black. They are designed to blend with shelves, plaques, lamps and other decorator items. Screws are flat-headed and can be used in wall thicknesses from ¼ to 5/8 in. Product comes on hang cards containing four screws and retails at 30¢ per card. *Molly Div. United Shoe Machinery Corp., Dept. HA, 221 Oley St., Reading, Pa. 19601.*

Want more facts? Circle 47, p. 53



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because PRO salesmen can

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TRACTOR INFORMATION—Eleven single page fact sheets contain information on Allis-Chalmers' major attachments for its lawn and garden tractors. Attachments cover those for home and garden work and industrial applications. *Allis-Chalmers, Outdoor Products Div., Dept. HA, Milwaukee, Wis. 53201.*
Want more facts? Circle 48, p. 53

PIPING SYSTEMS BOOKLET—Brochure contains detailed information on plastic piping systems. Dimension and performance specifications and physical properties of the piping are included. *Carlson Products Corp., Dept. HA, P.O. Box 825, Cleveland, Ohio 44122.*
Want more facts? Circle 49, p. 53

OUTLET BOX BROCHURE—A 12 page booklet describes the 1967 line of outlet boxes of Waber Electronics. It gives detailed information on wiring products which multiply available outlets. More than 300 items are covered in the catalog. *Waber Electronics Inc., Dept. HA, 2000 N. 2nd St., Philadelphia, Pa. 19122.*
Want more facts? Circle 50, p. 53

CLAMPING TOOL CATALOG—Brochure describes Karl A. Neise's line of vises and workholding tools. Literature is contained on eight pages and features some illustrations of the most recent products in the vise line. *Karl A. Neise, Inc., Dept. HA, 56-02 Roosevelt Ave., Woodside, N. Y. 11377.*
Want more facts? Circle 51, p. 53

GIFT PRODUCT BROCHURE—Literature outlines Towne Hardware's premium and gift line of products. Included are commemorative plates, ash trays, and spe-

cialty items such as mugs, coasters, and paper weights. *Towne Hardware Div., Eaton Yale & Towne Inc., Dept. HA, 144 E. 44th St., New York, N. Y. 10017.*
Want more facts? Circle 52, p. 53

TOOL CATALOG—Descriptions and illustrations of the Witherby tool line are contained in this 15 page catalog. Tools described are pliers, wrenches, mason's tools, push drills and spiral ratchets, chisels, saws, and a wide range of tool kits. *John H. Graham & Co., Inc., Witherby Products Div., Dept. HA, 105 Duane St., New York, N. Y. 10008.*
Want more facts? Circle 53, p. 53

HOME ALARM PAMPHLET—This leaflet gives information on ways to protect the home with alarm devices. Alarm systems for schools, banks, stores and industry are also discussed. *Alarmtronics Engineering, Inc., Dept. HA, 154 California St., Newton, Mass. 02195.*
Want more facts? Circle 54, p. 53

TRACTOR CATALOG—An accordion-type consumer take home catalog describes the 1967 line of Toro's tractors and riding mowers. Features of each unit are listed for the customer's convenience. *Toro Mfg. Corp., Dept. HA, 8111 Lyndale Ave. South, Minneapolis, Minn. 55420.*
Want more facts? Circle 55, p. 53

BUILDING WIRE BOOKLET—Booklet compares allowable current carrying capacities of aluminum and copper wire from AWG to 1,000 MCM gage, and gives correction factors for room temperatures over 86 degrees F. Information on resistance of aluminum conductors and voltage drop factors in steel and

aluminum is included also. *Aluminum Assn., Dept. HA, 420 Lexington Ave., New York, N.Y. 10017.*
Want more facts? Circle 56, p. 53

PAINT ROLLER FOLDER—Leaflet gives tips on the proper applicators to be used for certain paints. Tips on care of rollers also included. *Fibers and Fabrics Div. Union Carbide Corp., Dept. HA, 270 Park Ave., New York, N.Y. 10017.*
Want more facts? Circle 57, p. 53

MARKING SYSTEM BROCHURE—Twelve page brochure illustrates line of marking systems from Weber, including label printing machines, handprinters, stencil tabbing equipment, stencils, the Stenmark marking system, inks for printing and marking, and catalog printing systems. *Weber Marking Systems, Inc., Dept. HA, 711 W. Algonquin Rd., Arlington Heights, Ill. 60005.*
Want more facts? Circle 58, p. 53

FASTENING TOOL CATALOG—Information on powder-actuated and hand driven fastening devices. Pins, threaded studs and power loads are listed opposite each type of stud driver. *Remington Arms Co., Inc., Power Tools Dept., Dept. HA, Park Forest, Ill. 60466.*
Want more facts? Circle 59, p. 53

LAWN AND GARDEN CATALOG—Buckner's 1967 lawn and garden catalog introduces 12 products, gives specification and performance tables and information on developments in automatic controllers for underground sprinkling systems. *Buckner Industries, Inc., Dept. HA, P.O. Box 232, Fresno, Calif. 93708.*
Want more facts? Circle 60, p. 53

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And here is why.

Non-stick coatings not passing these stringent Du Pont tests will not be awarded the Quality Seal:

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2. Analysis for adequate coverage and proper bake. These characteristics are tested both instrumentally and by skilled technicians. It is the bake more than anything else that determines non-stick quality. Du Pont-approved baking methods cause TEFLON particles to flow together properly and fuse into a cohesive non-stick surface.

3. Electronic measurements of film thickness. Only film thicknesses between .0008" and .0012" provide optimum wear life and non-stick properties.

4. Destructive testing for film adhesion to the cookware surface. Two things are tested: initial adhesion and adhesion after accelerated use.

Manufacturers awarded the Quality Seal must regularly submit production samples to Du Pont for testing. Retail samples are also purchased and tested systematically. These tests insure continued compliance with high Du Pont standards.

Du Pont isn't satisfied to just test the pans. We even test the tests. And we'll continue to retest. Just the way we've been doing since the day the TEFLON Quality Seal was born. Because that's the only way we and you will be convinced that Du Pont quality means what it says.



Better Things for Better Living . . . through Chemistry



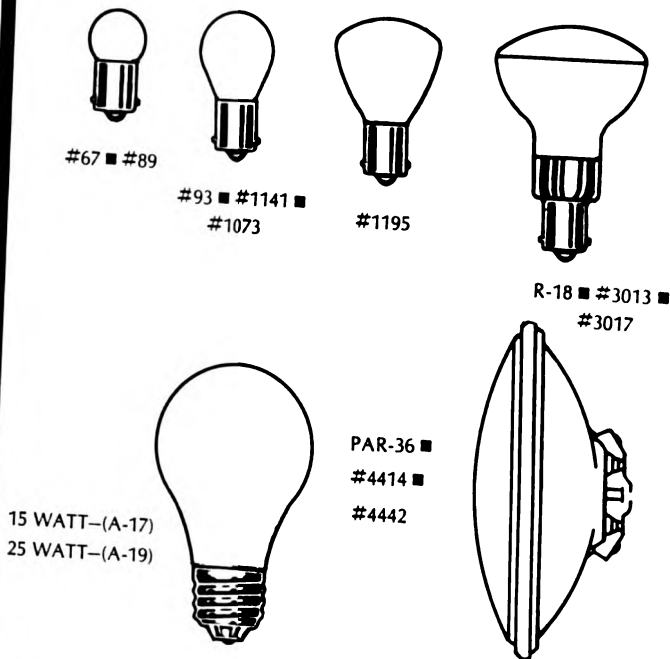
*TEFLON is Du Pont's registered trademark for its TFE non-stick finish.
The TEFLON Certification Mark is the only one that shows adherence to Du Pont-approved coating standards assured through continuous surveillance.

HARDWARE AGE, July 1, 1967

Want more facts? Circle 117, p. 53

PRODUCT PRIMER: Outdoor lighting—The way it works . . . (Continued from page 48)

BULB TYPES FOR 12-VOLT SYSTEMS



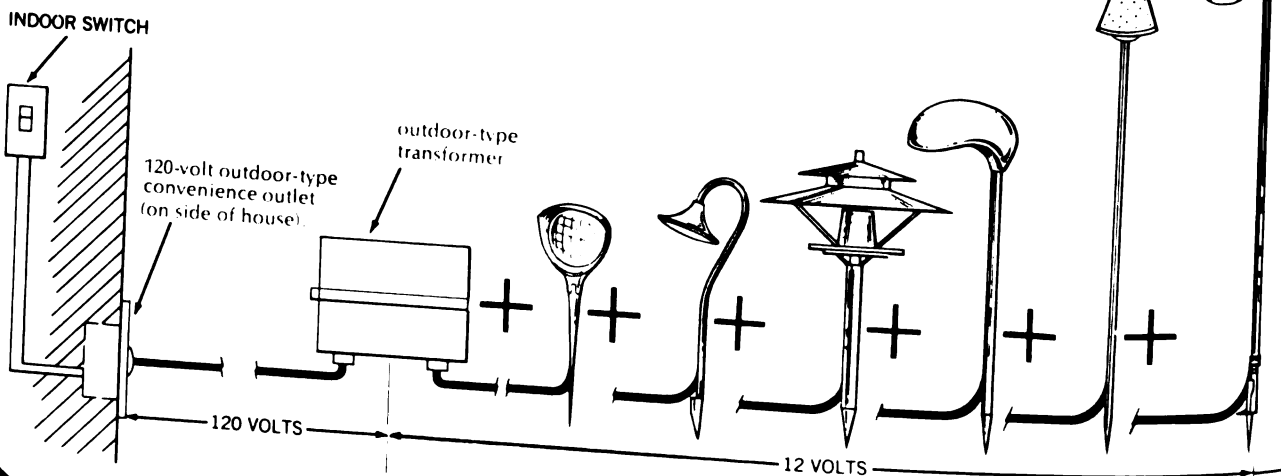
• Low Voltage landscape lighting

The preceding described light sources, fixtures and wiring devices are to be used on standard household current of 115-120 volts. This is the range of voltage commonly used in houses, and the system with which we are most familiar. There is also a system known as **low-voltage** for which we now have bulbs, fixtures and wiring. It operates on 12 volts which is the same voltage used to safely operate a child's electric train. The "heart" of a 12-volt outdoor lighting system is the **voltage reducing transformer** which reduces the 115-120-volt supply down to 12 volts. Transformers are made weatherproof for outdoor use and are easy to connect to an existing outlet, as illustrated. Fixtures of various designs may be easily attached to the 12-volt cable which extends from the transformer, and then moved in perfect safety from one location on the resealing cable to another. The methods of connecting fixtures to the self-sealing cable differ with manufacturers. Some low-voltage systems come equipped with timers for turning lights on and off.

Fixture types

Fixtures for a 12-volt system, as with a 120-volt system, are available in two types: (1) portable fixtures which spear into the ground and attach to a cable placed on the ground and, (2) fixtures supplied with a conduit mount for attachment to a terminal box

A transformer of the outdoor type which plugs into a 115-120-volt outdoor convenience outlet on the house or other available location (or installed permanently), reduces the household voltage to 12 volts. From the transformer there is a length of 12-volt outdoor cable that can be placed on the ground, underground or in water. A variety of 12-volt fixtures can then be connected to the 12-volt cable.



and underground cable.

What do you want to light and what effect do you desire?

- up-lighting small plants and trees
- down-lighting steps, paths and foliage
- dramatizing a reflecting pool or fountain
- highlighting a statue or flower bed
- accent lighting of wall, fence or patio
- creating dramatic shadow patterns

There are 12-volt fixtures designed to do all of this. Not any one fixture, of course. It may take several fixtures, for they are designed to produce different lighting effects. Always remember, the prime objective is to SEE what is lighted and not the source of the light.

Light bulbs for 12-volt systems

The size, shape and bases on 12-volt bulbs differ from the usual 120-volt household bulbs which have screw-type bases. They differ also in that 12-volt bulbs are known by a number rather than by wattage. Some of the 12-volt bulbs illustrated will be familiar to car owners as they are of the type used in automobiles and are available at most service stations. As a general statement, bulbs used in today's 12-volt garden lighting fixtures range in "watts consumed" from about 7 to 35 watts. They usually have a shorter

rated life than 120-volt light bulbs. When using low-voltage garden lighting, follow the directions and bulb data supplied by the manufacturers.

Wed both systems

Low-voltage outdoor lighting systems and equipment offer the lighting designer features not always found in standard 115-120-volt designs. Some of the 12-volt equipment features and advantages are:

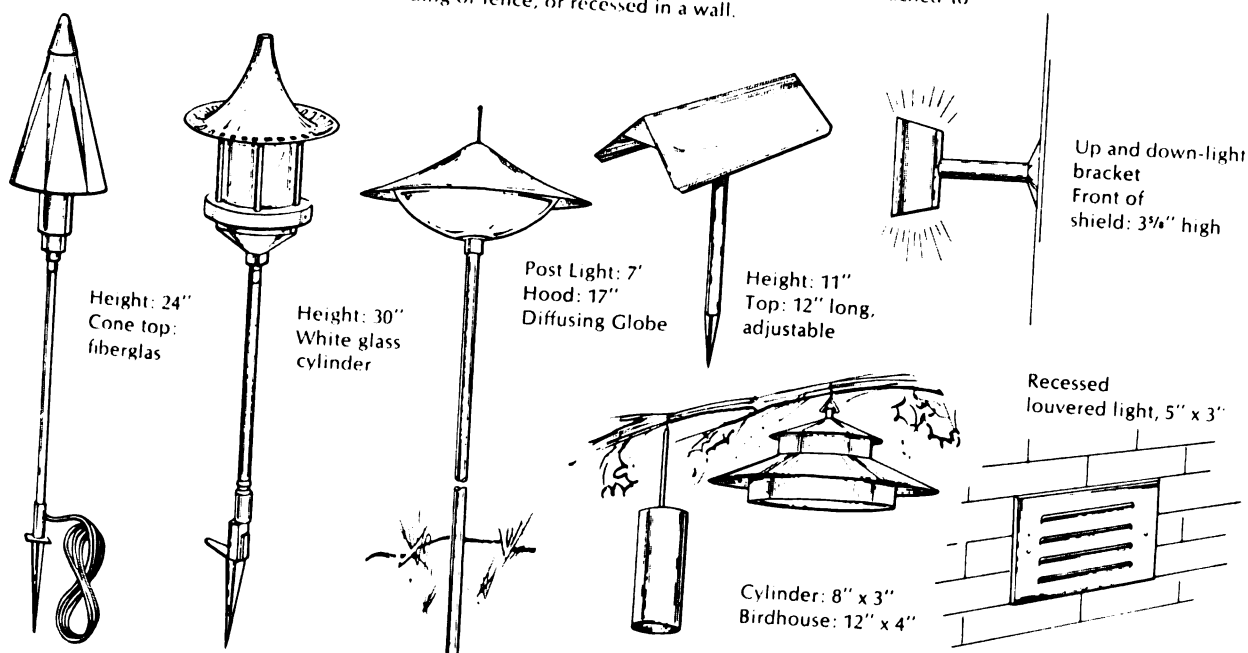
- low-voltage is a safety factor
- ease of relocating fixtures on a re-sealing cable
- most 12-volt bulbs cost less to replace and operate
- small scale fixtures useful in restricted spaces
- ease of home owner installation.

For the myriad effects desired in the design of outdoor lighting there needs to be a compatible partnership of both 120-volt and 12-volt lighting systems and fixtures.

Large, tall trees, expansive shrubbery, and other specialized effects will require the power and punch delivered by standard 120-volt fixtures and light sources. Therefore, in planning your outdoor lighting, wed these two systems to combine the advantages and talents of each. Thus, you can produce a nighttime wonderland of charm for all gardens, for all seasons—everywhere.

FIXTURE TYPES FOR 12-VOLT SYSTEMS

12-volt fixtures are designed to produce a variety of lighting effects by being placed in the ground, hung in trees, attached to a building or fence, or recessed in a wall.



Packaging . . .

How it can help
small and large dealers



David J. Bowman, manager-marketing, Inpak Systems Div., United Shoe Machinery Corp.

Is packaging the answer to problems of medium and small size hardware stores on display, self service, and inventory control?

Packaging has brought advantages in these areas to larger hardware dealers, and David J. Bowman, manager-marketing, Inpak Systems Division, United Shoe Machinery Corp., thinks similar advantages can accrue to smaller dealers.

Inpak Systems, of course, has a vital interest in the dealer-advantages of packaging of hardware merchandise and other items sold in hardware stores. Inpak specializes in the design, manufacture and evaluation of complete packaging systems.

The latest adaptation of Inpak's Stretch Pak visible self-service package was by 3M Co.

for its new Scotchlok auto electrical wire connector. The Scotchlok carded package, of four connectors in a feel-through plastic window, is for perfboard display in self-service retail outlets.

Mr. Bowman bases his opinion on the merchandising value of packaging on two factors. First, he cites the growth of visual packaging in supermarkets, beginning around 1950, to 10 billion packs today and the projection of 18 billion packs by 1970.

Second, he cites the advantages of display card merchandising. Four advantages cited for the visible display card are:

It is a billboard for product sell.

It provides product protection against contamination, against moisture and dust, and against shopware and handling.

It provides product visibility and rack and perfboard merchandising.

It discourages pilferage.

In the area of visible display card packages helping with the dealer's employment problems by using self-service, Mr. Bowman notes the problem of competing for customer attention. He cites a DuPont survey showing in supermarkets a customer, on the average, can pass 250 items a minute. In other words, a prod-



Visibility of product is one of prime assets of the system.



Versatility of Stretch Pak self-service packaging is shown.

uct needs good packaging to get its fair share of customer attention in that fraction of a second—so the merchandise gets product recognition and the graphics help the customer to want to buy it.

The inventory control problem, Mr. Bowman continued, is simplified with all merchandise out on display for a quick stock count. The dealer can see the condition of his stock and keep the displays fresh and clean.

Pilferage is another problem, for small, medium and large dealers. Packaging, Mr. Bowman commented, enables the customer to see, and in the Stretch Pak package to feel, thus eliminating breakage and pilferage where a customer wants to feel and see the merchandise.

Inpak's primary contact is with companies that provide the packaging service to product manufacturers. These suppliers provide the suitable package decorated with graphics into which manufacturers put their products, handled by machinery from Inpak.

Inpak goes farther than the primary contact. Its engineers and designers work with experts in developing advanced packaging concepts to enable products to compete in swift moving markets. And after the package has been selected, Inpak supplies the right packaging machinery. After distribution of the merchandise in the pack, the company aids in re-evaluating the initial marketing concept and in making modifications.

ELECTRICAL . . . (Continued)

section has a strong tie-in with industrial sales throughout the store. Much of the glamour of the section, of course, is in floor sales in the style and flash of such items as fixtures and lamps. But there is a good market for industrial type electrical merchandise, if you care to go after it.

Many items are of the heavy-duty type and this could mean an increase in inventory investment, but considered part of the inventory for a mill supply and heavy hardware department.

Also, there can be a continuing flow of industrial business beyond electrical equipment as plant equipment. Industry uses large quantities of lamp bulbs, for instance, and the smaller industrial plants look to hardware stores as a source of supply. Bulbs are always a good opener for a plant call by phone or in person, the entering wedge to get more of a plant's hardware business.

Electric, a well rounded section. The electric section may be considered a well rounded section that dips into many of a store's basic operations.

Some lines, of course, are subject to discount store or mass merchandiser competition. That's always the case for any product in big demand that literally sells itself.

Lamp bulbs are a case in point. The popular sizes can be bought in many grocery, drug and variety stores. But what about special lamps, like those

for sewing machines? The volume is light, so mass merchandisers don't stock them. But the profit is good, although a low turnover item, so it pays the hardware outlet to stock the full bulb line.

Then there are items, like various kinds of batteries, always in demand; exceptionally good items for promotions and for suggestion selling.

The real sleeper items are in the bins, the unglamorous items like cables, junction boxes, switches and so on. But the profit margin is good, the demand steady.

Then there are the big ticket items, the higher priced fixtures. Here psychological pricing can raise the margin of profit, and there are opportunities to upgrade sales.

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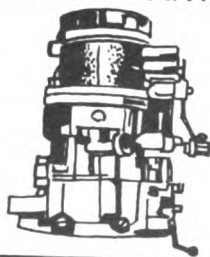
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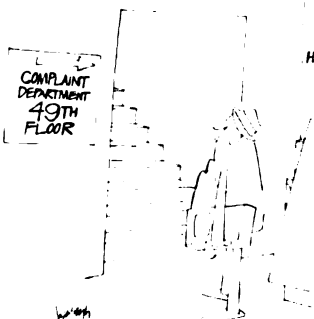
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WRITE FOR NEW FULL COLOR CATALOG

HARDWARE HUMOR



HARDWARE

Efficiency and savings tips for receiving and marking

Old-fashioned receiving and marking procedures cost you money. Here are some tips to streamline operations:

(The suggestions quoted here were taken from a speech by Richard D. Elwell, president, Richard Associates, Jericho, N. Y., given at the annual mid-year conference of the Independent Stores Division, National Retail Merchants' Assn., in New York City.)

Receiving and marking costs in stores run from point 45 to point 90 on sales. This does not represent pennies, but rather many dollars; and there are many opportunities for substantial improvements.

No two retail stores have the same operating or merchandising problems. Because the solutions are different in each case, I cannot give you a "pat" formula for reducing costs that will apply equally to every store.

I can, however, give you specific suggestions which you can investigate yourself.

These are aimed not only at reducing costs, but also at an equally important objective: that of speeding the passage of merchandise to your selling areas.

Improve paper work procedures

It is an unfortunate fact that more expense is involved, and more time is lost in processing merchandise, through obsolete paper work procedures than through any other single factor.

Many smaller stores are still hand listing each item received. The retail price, usually obtained from the order, is transferred to this listing. This is a slow and

costly process which interferes with "first-in, first-out" physical processing of incoming goods.

The buyer has already listed the merchandise ordered on the order form. If this order form is changed to supply the necessary spaces, it is a simple matter for the merchandise checker to show total quantities received, and to circle sizes and colors, without complete listing. The pre-detailed order form also gives retails.

If two copies of the order form are sent to the receiving and marking room, directly from the buyer, the first copy can be used to show what has been received. The invoice can then be processed immediately for payment, without waiting until the merchandise has been marked. This insures obtaining discount, and perhaps anticipation.

The second copy of the order form serves to give the marker the retail price, and also to give unit control information regarding sizes and colors received.

Separate checking from marking

(Also) set simple production standards for each operation. This suggestion applies to the central consolidated receiving and marking area.

The opening of cartons, the sorting and counting of incoming merchandise, and the disposal of trash, is an important production operation.

The making of tickets, and the

marking of merchandise, although it requires less skilled personnel than checking, is also a production operation.

In both cases, however, simple production standards per man-hour of work can be set, understood by employees, and maintained by supervision. Of course, these standards must be set by merchandise classes, and according to the work involved.

Each store is different, depending on the amount of unit control information required, sales by merchandise classification, and the like. Yet, for a typical situation, an overall production of 40 cartons per day per worker is usually attainable.

Conveyorize incoming shipments

Many smaller stores still handle incoming shipments, from the receiving to the checking areas, manually, or by elevator.

Trash accumulating in the checking areas is often handled manually to the trash room.

Manual operations such as these often involve numerous handlings and add to your operating costs, as well as slowing the direct line processing of incoming goods.

Investigate the possibilities of installing conveyor equipment for both of these handlings. Often you will find that the capital outlay can be paid in a relatively short time by direct operating savings.

Use carriers, not fixed tables

Many stores use fixed tables for marking operations. These take up much space, and involve numerous physical handlings of the goods.

A properly designed carrier or movable table on wheels not only takes less space, but serves as a means for transporting merchandise, and reduces physical handlings.

Carriers may be designed so that they are "dual purpose". That is to say, they can either be used for hanging goods or for shelf type merchandise.

MANUFACTURERS' AWARDS TO WHOLESALESALES ACHIEVEMENTS

S. B. Hubbard Co., Jacksonville, Fla.—Has received a "Golden Hammer" plaque, citing the wholesaler for 100 years of progress, from the Stanley Tools Division, Stanley Works, New Britain, Conn.

Morley Bros., Saginaw, Mich.—Was presented a "Top 10" plaque recently by P&C Tool Co., Portland, Ore., as an outstanding P&C distributor for eight years in a row.

The Geo. Worthington Co., Cleveland, Ohio—Has been given a "Gold Staple Gun" plaque by Arrow Fastener Co., Saddle Brook, N. J., for outstanding sales achievement and promotional effort.

Gamble Skogmo Inc., Minneapolis, Minn.—Has been awarded membership in the Ekco Housewares Co. "Million Dollar Club" for purchasing more than \$1 million worth of merchandise in the last five years.

Cotter & Company, Chicago, Ill.—For the 11th consecutive

HARDWARE HUMOR



"It's prize day."

year has received "The Gold Dustpan" award from Rubbermaid, Inc., Wooster, Ohio, for retail sales through member stores of more than \$1 million worth of Rubbermaid merchandise in 1966.

Northern Wholesale Hardware Co., Portland, Ore.—Has been presented the William Wallace Co., Belmont, Calif., "Galvanized

Ware Trophy" after attaining more than \$1 million in sales of galvanized ware.

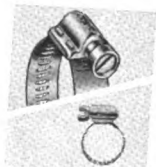
Woodward, Wight & Co., New Orleans, La.—Has been presented with the H. D. Hudson Mfg. Co. "Century-plus Award" in recognition of the wholesale firm's 100 years of outstanding service to the hardware trade.



SAY "AERO-SEAL"
and you've said a mouthful!

When you're talking worm-drive clamps, Aero-Seal is the last word. For a quarter of a century, we have devoted our engineering, laboratory, and production facilities to providing you with the finest worm-drive clamps made... and we have maintained a consistent sales policy to protect your profits!

There's only one grade of Aero-Seals, and that's top grade. You don't have to compete against private branding—nor do you find that special discounts have been allowed to special outlets. If you haven't handled Aero-Seals, find out about these superior clamps today. Ask your jobber, or write for information.



QS 100 General Purpose, and QS 700 "Miniature".



QS 500 "Jet" Clamp for quick attachment.



QS 200 All-Stainless, will not corrode.



AN and MS types for all military uses.



"Hi-TORQUE" can be torqued 150 in./lbs.

BREEZE CORPORATIONS, INC.
700 LIBERTY AVENUE, UNION, NEW JERSEY 07083



25 — 4TH PRIZES — "GOLF CART"

C. Gailliaert, Gailliaert True Value Hdwe., Colona, Ill.
A. Combes, Ptsfld.-Dalton Home Sply., Pittsfield, Mass.
S. Oda, The Garden House, Honolulu, Hawaii
K. Rima, Kerm Rima Hdwe., Costa Mesa, Calif.
H. Bernstein, Bernstein Bros., Council Bluffs, Iowa
F. Beasey, Cutler-Jones Hdwe., Peru, Ind.
C. T. Nowak, Nowak Bros. Hdwe., Detroit, Mich.
G. S. Jones, Jones Hdwe.-Furn., Daingerfield, Tex.
R. Cushman, Cushman Hdwe., Fayette, Idaho
W. G. Owen, Ft. Payne Hdwe. Co., Ft. Payne, Ala.
S. Litwin, Carr-Moody Lmbr. Co., Chicago, Ill.
M. Barra, Barra's Home Sply., Phoenix, Ariz.
H. T. King, Obion Hdwe. Co., Obion, Tenn.

B. A. Wiener, State Hdwe. Bldg. Sply. Co., Miami, Fla.
R. E. Maw, Farmer's Co-op Assn., Hershey, Nebr.
E. C. Thompson, Romeo Stores, Romeo, Colo.
J. J. Sullivan, Sullivan Mtr. Exch., Middletown, R.I.
E. B. Tull, Tull Bros., Inc., Seaford, Del.
B. S. Longe, Longe & Stewart Lmbr. Co., Waterbury, Vt.
H. W. Dobbs, Bull & Myers Bldg. Sply., Jasper, Ala.
S. Schneider, Glen Echo Hdwe., Washington, D.C.
J. H. Pontius, Pontius Hdwe. Co., Rockford, Ohio.
W. Hoekstra, Mission Hdwe. & Sply., Mission, Tex.
I. Berit, Roslindale Hdwe. Corp., Roslindale, Mass.
R. Stotzer, Stotzer Hdwe. Co., Archbold, Ohio

50 — 5TH PRIZES — "WHEELBARROW FULL OF DEVCON PRODUCTS"

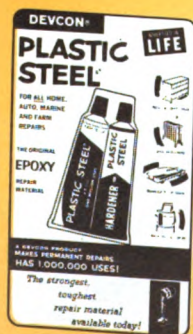
H. Goodrich, Dismykes Hdwe. & Sply., Satsuma, Ala.
H. Coury, Coury's Hdwe., Sioux City, Iowa
H. C. Peterson, H. C. Peterson Hdwe., Bagley, Minn.
T. Nelson, Nelson Hdwe., Seattle, Wash.
J. F. Brophy, James F. Brophy Co., Rhine, Ga.
N. Stormwind, Bestway Bldg. Ctr., Fairfield, Mont.
F. J. Vandrovec, Our Own Hdwe., Valley City, N.D.
J. Garber, Suburban Hdwe., Wilmington, Del.
W. W. Armstrong, Converse Lmbr. Co., Douglas, Wyo.
J. Blankenship Jr., Blankenship Hdwe., Monette, Ark.
H. D. Tolly, Davidson & Case Lmbr. Co., Shawnee, Okla.
M. D. Sailors, Krotter & Sailors, Benkelman, Nebr.
J. B. Walker Jr., Cashway Lmbr. Co., Toledo, Ohio
B. B. Creekman, Owsley Lmbr. Co., Cynthiana, Ky.
R. Turflinger, Kinser Lmbr. Co., Bloomington, Ind.
R. Morris, New Deal Lmbr. Co., Blackwood, N.J.
G. Kakela, Mt. Iron Fuel & Lmbr. Co., Mt. Iron, Minn.
J. D. Prentice, Prentice Bros., Cornell, Wisc.
N. H. Harrison, Northedge Hdwe., Eaton, Ohio
J. Kelly Jr., Grnvl. Area Sply., Greenville, S.C.
K. W. Benoit, Aubuchon Co., Orange, Mass.
V. Stoecklin, Ill. Lmbr. Co., Edwardsville, Ill.
M. Elofson, Cost to Coast Stores, Wayne, Nebr.
J. A. Papineau, Sprague Sd. & Gravel, Baltic, Conn.
D. Henderson, Haskell Ave. Lmbr. Co., Dallas, Tex.

A. Sweet, Passmore Lmbr. Co., Camden, Me.
W. W. Anderson, Jayhawk Distrs., Disney, Okla.
K. Fortin, Fortin Hdwe. Co., Hamel, Minn.
P. Geusic, Ariz. City Hdwe., Arizona City, Ariz.
G. F. Fischer, Fischer's Hdwe., Bucyrus, Ohio.
T. Appelbaum, Apple Hdwe. Inc., Chillum, Md.
C. O. Mulhausen, Clar-Mar-Lmbr. Co., Jones, Okla.
T. W. Taylor, Dees Hdwe. Co., Hazelhurst, Miss.
C. Blevins, Gambles Dir. Store, Phillipsburg, Kan.
I. A. La Gard, Imperial Hdwe., Imperial, Pa.
J. A. Naill, Madison Lmbr. Co., Madison, Ind.
G. Bessette, Bessette Hdwe. Co., Pawtucket, R.I.
W. E. Pierce, Pierce's, Denton, Tex.
L. Martens, Gamble Store, Montrose, Colo.
P. A. Moore, People's Hdwe., Nashville, N.C.
P. E. Arner, Eckman's, Dingman's Ferry, Pa.
J. Sestrom, Brclf. Hdwe. Co., Briarcliff Manor, N.Y.
L. Fisher, Edgrtn. Hdwe. Inc., Edgartown, Mass.
L. Gelson, West. Auto Assc. Store, Walterboro, S.C.
H. Rosenthal, Roth's Hdwe. Co., Hartford, Conn.
E. Foreman, Carhart-Foreman Lmbr. Co., Albion, Nebr.
R. T. Fagan, Oilfield Lmbr. Co., Kevin, Mont.
E. Orange Home Improvement, E. Orange, N.J.
N. Avansino, A. T. Eveleth Lmbr. Co., Reno, Nev.
C. Kipfer, Alden Town & Country, Alden, N.Y.

YOU WIN CUSTOMER SATISFACTION WHEN YOU SELL DEVCON®

Once your customer tries a Devcon product, he'll be back again and again for more. So stock the complete line of Devcon products and show him how he can save time and money fixing just about anything — from a cracked motor block to a delicate vase.

"YOU CAN DEPEND ON DEVCON"



DEVCON CORP. DANVERS, MASS.

DEVCON CANADA LTD., Scarborough, Ont. • DEVCON LTD., THEALE, Berks., England

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ch., Midden
ford, Del.
mbr. Co., H
g. Sply., Jea
Washington
o., Rockton
Sply., Missi
Rosindale
archbold, Ch

nden, Ma
Disney, Ok
Minn.
City, Ariz
rus, Ohio
William, Ma
o., Jones
urst, Wis
osburg, N
M, Pa.
on, Ind.
tucker, N

Colo.
N.C.
Pa.
Maner
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Adrian
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No, Va
L.Y.

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WINNERS OF THE DEVCON® SWEEPSTAKES



**FIRST
PRIZE**

**VOLKSWAGEN
PANEL TRUCK**

**WINNER
ROBERT L.
WALSH**

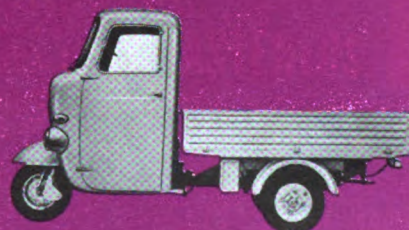
Seven Corners Hardware,
St. Paul, Minnesota



L. to R.: LES HALL, Vice Pres., DEVCON CORP.; ROBERT L. WALSH, 7 CORNERS HARDWARE; OSCAR E. McGAHEY, Gen. Mgr., McDONALD MOTOR SALES.

**2ND PRIZE WINNER — "3-WHEEL
DELIVERY WAGON"**

HERBERT L. DuLANEY, Fairfax Hardware, Fairfax, Virginia



3 — 3RD PRIZE WINNERS — "HONDA"

LLOYD E. GLUTH, Beaumont Hardware, Portland, Oregon
SIDNEY SANDOZ, J. B. Sandoz Inc., Opelousas, Louisiana
CLYDE R. WARDEN, Guernsey Hardware Co., Cambridge, Ohio

LIGHTING FIXTURES: Where the profits are . . . (Continued)

patio lights are entering the limelight. Many of these fixtures can be easily installed by the do-it-yourselfer. For example, some post lanterns don't require cementing for stabilizing. Short cuts for the homeowners mean more profits for you.

This phase of selling lighting fixtures requires a good knowledge of what you're selling. The following feature entitled "Product Primer: Outdoor lighting—the ways it works", gives complete details and illustrations on all types of outdoor lights and their applications. It's a valuable sales tool and should be kept in your product knowledge file for reference by sales clerks and for explaining the various units and their applications to customers.

Remember, the more styles and types of fixtures that you stock, the more frequently customers

will return to your store when they want such items. It is important that your selection be varied enough that you can fill their needs. A well balanced stock runs the gamut from Early American to Contemporary styles, from utility lamps to chandeliers.

If you really can't afford to display more than 50 overhead and 30 wall fixtures, have printed and illustrated materials on other styles that your customers might be interested in. Full color catalogues are a good back up for the basic stock. Large wholesalers such as Belknap Hardware carry all 817 Progress Lighting fixtures and all 230 of Virden Lighting's models. If you don't have the item in stock, perhaps you could get it from your wholesaler.

Most manufacturers will provide you with books on how to

display lighting fixtures. Larger firms will give you merchandising sales material, point of purchase tips, and make ad mats available for publicity. Progress Lighting even provides hardware outlets with a booklet for customers called, "Here's why-here's how." And, almost all lighting fixtures come packaged with installation instructions for the customer.

The sales helps are there but your job is to convince and entice your customers into buying and installing the fixtures. Tell them how easy it is to do their own installation job. If they need an electrician, suggest one. Too often when homeowners remodel old homes, they take out the old fashioned and inadequate lighting fixtures without replacing them. They just don't realize that today's lighting fixtures enhance their rooms, and can be installed with little or no trouble. Know your stock, then let them know the facts.

For an extra sales push you might try merchandizing fixtures to paint or fix-up sales. One dealer ran a paint and fixture sale for his customers which was extremely successful. With every purchase of paint at a certain price level, he offered a choice of lighting fixtures. A merchandizing tie-in for the do-it-yourselfer can promote your lighting fixtures and attract future customers. Do-it-yourselfers are your market for big profits, the hardware store is a natural for providing customers with the tools to complete their do-it-yourself home remodeling projects.

Western Wire PERFORATED HANGER BAR OR DUCTAPE IN CONVENIENT MERCHANDISERS

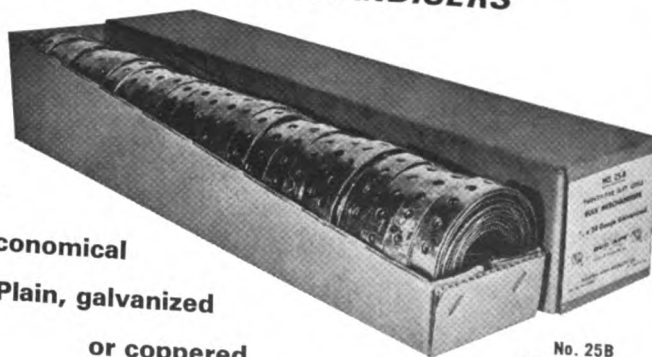
• More efficient

• More economical

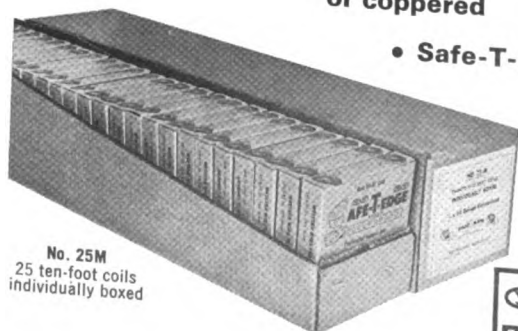
• Plain, galvanized

or coppered

• Safe-T-edges



No. 25B
25 ten-foot coils
bulk, bare



No. 25M
25 ten-foot coils
individually boxed

ORDER FROM
YOUR JOBBER

**WESTERN WIRE
PRODUCTS COMPANY**
1451 S. 18th St. • St. Louis, Mo. 63104

**DAMNED IF YOU DO
DAMNED IF YOU DON'T**



Don't handle products kicked around in the cut price market. When you ask a fair price, shoppers think you a robber. If you quote cut prices, you lose money.

Want more facts? Circle 121, p. 59
HARDWARE AGE, July 1, 1967

Great Deals for Golden Value Days from Consumer Products Center

THERMOGRIP® Electric Glue Gun Kit



Bonds in 60 seconds.
Does instant-set caulking.



The consumer deal:
FREE 49¢ CARD
of glue Sticks

with purchase of
No. 201 Glue Gun Kit

\$7.95
retail

Special full-profit deal for retailers.
FREE glue sticks included.

Quan.	Item	Dealer Cost	Retail
6	No. 201 Thmogrip Electric Glue Gun Kits	\$28.62	\$47.70
6	No. 210 cards of Thmogrip Glue Sticks	NC	NC

Retail value **\$47.70**

Dealer cost **28.62**

40% DEALER PROFIT \$19.08

ORDER DEAL TGV-67

"POP" RIVETOOL KIT

The consumer deal:

\$1.00 SAVING on K-110
"POP" RIVETOOL KIT

Tool has interchangeable
nosepiece. Sets
"POP" RIVETS up to
3/16" in diameter from
one side of the work.

REG. \$5.95

\$4.95
retail



Special full-profit deal saves retailers \$3.00

Buy an assortment of the most popular "POP" RIVETS in boxes and get five K-110 "POP" RIVETOOL KITS for \$14.85 (Reg. \$17.85 dealer cost). You save 60¢ on each kit. So you can offer each kit at the \$1.00 saving during Golden Value Days and still make 40% profit.

Quan.	Item	Dealer Cost	Retail
15	Boxes of "POP" RIVETS. 100 rivets per box. The 5 fastest selling "POP" RIVETS are included in this assortment.	\$15.30	\$25.35
5	K-110 "POP" RIVETOOL KITS (Reg. dealer cost \$17.85. Reg. retail \$29.75).	14.85	24.75

Retail value **\$50.10**

Dealer cost **30.15**

40% DEALER PROFIT \$19.95

ORDER DEAL P-GV-67



MOLLY FASTENERS

Special deal for retailers!

10% FREE GOODS IN MOLLY 4S FASTENERS

with your purchase of any MOLLY products

Just order any of the MOLLY products below on cards or in bulk. Whatever the total cost, you'll receive 10% of this amount in FREE MOLLY 4-S FASTENERS

• Hollow Wall Fasteners • Drive Fasteners • Well-Nuts • Hooks • Hollow Door Fasteners • Tite-Grip Fasteners • Masonry Drills • Toggle Bolts

ORDER THESE SPECIAL DEALS NOW
FROM YOUR HARDWARE WHOLESALER



CONSUMER PRODUCTS CENTER
United Shoe Machinery Corporation
221 OLEY STREET, READING, PA. 19601



HARDWARE AGE, July 1, 1967

Want more facts? Circle 122, p. 53

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Mortell... America's Best S

GET THE
HOT SELLING LINE FOR
BIG COLD WEATHER PROFITS!



Mortite®

All-time, best-selling
window weatherstrip



49¢
economy box
for 2 windows

\$1.39
bargain box
does 6 windows

MORTITE is the proven top brand seller because it's the best quality, most efficient, easiest to apply window weatherstrip. Presses into place with fingertips, seals out cold, drafts and dirt in minutes. Order both sizes for top volume and profits.

Pre-sold for you through NATIONAL ADVERTISING...

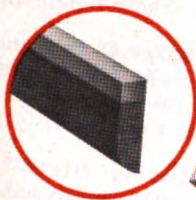
America's Selling Home Weatherstrip Products!

FOR GREATEST SALES
YOU NEED...

MORTEX®

America's fastest-selling
Economy
door weatherstrip

Why settle for less when you have MORTEX, the proven top brand seller—the best value in the wood and foam doorstrip field. Backed by 10 years of national advertising, MORTEX gives you the fastest turnover, biggest sales.



\$1.69
lowest
list price



FOR 35% MORE PROFIT
YOU NEED...

FOAMFLEX

America's best-selling
Deluxe
door weatherstrip

FOAMFLEX is the only wood and closed-cell foam door weatherstrip with offset design. Gives 2-way air-tight seal. Gives you more to sell—over 35% bigger profits when you sell the best. Sell up to FOAMFLEX!



\$2.29
"sell up"
list price



NEWEST
BEST
SELLER!

transparent
weatherstrip tape

\$1.00

1" x 45' roll
or 2" x 25' roll



THE INVISIBLE WEATHER SEAL
Tough poly tape seals windows, plastic storm windows and air conditioners invisibly. Mends cracked panes, repairs plastic raincoats, seat-covers, toys, tool handles, etc. Now in 2 popular sizes.



ANOTHER
NEW SALES
WINNER!

SELF-STICKING DOOR-BOTTOM



ONLY MORTELL HAS IT!

Mortell Door Bottom provides you with exclusive sales plus—it's self-sticking. Just presses on. Adhesive won't dry out. Sturdy aluminum with vinyl triple-seal gives positive seal against threshold or floor. Vinyl stays pliable at 30° below.

list price **89¢**



NEW
TOP
SELLER!

CLOSED-CELL VINYL FOAM WEATHERSTRIP TAPE

Far Superior to
Open-Cell Urethane Tapes!

A competitive advantage—that's the kind of products Mortell gives you. That's why they're top sellers. The new closed-cell vinyl Foam Weatherstrip Tape provides just that—and greater sales and greater profits for you.

79¢ roll
One size fits
every need



TV · RADIO · MAGAZINES · NEWSPAPERS that's

Mortell
COMPANY KANKAKEE, ILL.

Convention Calendar

for complete details about the conventions listed by dates below use the alphabetical listing following the quick check list.

July

- 2-7 Cullum & Boren Co., Toy, Gift & Housewares Show, Dallas.
- 6-7 California Housewares Show, San Francisco.
- 16-20 National Retail Hardware Assn., 68th Annual Congress, San Francisco.
- 18-20 Wallace Hardware Co., Trade Show, Morristown, Tenn.
- 23-26 Belknap Hardware & Mfg. Co., Dealer Market, Louisville, Ky.
- 23-26 Louisville Tin & Stove Co., Dealer Trade Show, Louisville.
- 30-31 J. A. Williams Co., 68th Merchandise Fair, Pittsburgh, Pa.
- 30-31 Jensen Byrd Co., Annual Fall and Christmas Merchandise Show, Spokane.

August

- 1 J. A. Williams Co., 68th Merchandise Fair, Pittsburgh, Pa.
- 1-2 Watkins-Cottrell Co., 100th anniversary Trade Show, Richmond, Va.
- 2-3 Schafer Co., Inc., Winter and Christmas Dealer Show, Decatur, Ind.
- 5-6 F. C. Stearns Hardware, Inc., Fall Market, Hot Springs, Ark.
- 5-6 S. B. Hubbard Co., Annual Dealer Trade Show, Jacksonville, Fla.
- 5-6 Lee Hardware Co., Ltd., Fall Merchandise Market, Shreveport, La.
- 6-7 Baker & Hamilton's Annual Bakerama, San Francisco.
- 6-9 AFTMA Trade Show, sponsored by American Fishing Tackle Mfrs. Assn., Sherman House, Chicago.
- 12-13 Amarillo Hardware Co., Fall Merchandise Market, Amarillo, Tex.
- 12-13 Nash Hardware Co., Fall Market, Fort Worth, Tex.
- 13-14 J. W. Murchison Co., Fall Goods Dealer Show, Wilmington, N. C.
- 13-14 Knapp & Spencer Co., Fall Merchandise Show, Sioux City, Iowa.
- 13-16 Stratton-Warren Hardware Co., Fall Merchandise Market, Memphis.
- 13-16 Orgill Bros. & Co., Fall Dealer Show, Memphis.
- 16-17 Smith Hardware Co., Fall Merchandise Show, Goldsboro, N. C.
- 19-20 Brown-Rogers-Dixson, Dealer Show, Charlotte, N. C.
- 19-20 Oklahoma Hardware Co., Fall Market, Oklahoma City, Okla.
- 20-21 Peden Iron & Steel Co., Dealer Merchandise Show, Houston, Tex.
- 20-21 Van Camp Hardware & Iron Co., Fall and Winter Merchandise Show, Indianapolis.
- 20-22 Banner Distributing Co., Gift, Hardware - Housewares Show, Denver.
- 23-24 Watters & Martin, Inc., Show, Norfolk, Va.
- 26-27 Huey & Philp Co., Fall Merchandise Market, Dallas, Tex.
- 27 Bay Cities Wholesale Hardware Co., Inc., Fall and Christmas Show, San Mateo, Calif.
- 27 Blish, Mize & Silliman, Dealer Merchandise Exhibition, Kansas City, Mo.
- 27 Cutler Hardware Co., Fall Merchandise Show, Waterloo, Iowa.

29-30 Allison-Erwin Co., 10th Annual Fall Merchandise Show, Charlotte, N. C.

September

- 3-6 Beck & Gregg Hardware Co., Merchandise Market, Atlanta, Ga.
- 3-8 Cullum & Boren Co., Toy, Gift & Housewares Show, Dallas.
- 9-10 Knight & Wall Co., Seminole Merchandising Market, Tampa, Fla.
- 9-10 Zork Hardware Co. of New Mexico, annual Dealer Show, Albuquerque, N. M.
- 10-11 Wagner Hardware Co., Fall Merchandise Show, Mansfield, Ohio.
- 10-11 Virginia Carolina & Richmond Hardware Companies, Inc., Buyer's Market, Richmond, Va.
- 16-17 Kruse Hardware Co., annual Fall and Christmas Merchandise Show, Cincinnati.
- 16-17 Clark Hardware Co., Merchandise Mart, Nashville, Tenn.
- 17 Haw Hardware Co., ninth annual Sellarama Dealer Show, Ottumwa, Iowa.
- 17-18 Florida Hardware Co., annual Merchandise Show & Open House, Jacksonville, Fla.
- 17-19 Michigan Retail Hardware Assn., 73rd Annual Convention & Gift Housewares Show, Boyne Falls, Mich.
- 24-25 Pro Dealer Show, sponsored by Yakima Hardware Co. and Morse Hardware Co., Seattle.
- 24-27 The George Worthington Co., Spring & Summer Merchandise Fair, Cleveland.

October

- 1 Hoffman Hardware Co., fifth annual Warehouse Value Harvest Dealer Show, Los Angeles.
- 1 W. A. L. Thompson, Hardware Co., Fall Show, Topeka.
- 1-2 Miller Bros. Hardware Co., Dealer Show, Richmond, Ind.
- 1-3 Bostwick-Braun Co., Merchandise Hi-Lites '68, Toledo, Ohio.
- 2-4 National Builders' Hardware Convention, Chicago.
- 2-4 Southern Hardware Assn., 12th Annual Meeting, Southern Pines, N. C.
- 9-12 National Hardware Show, New York.
- 15-18 National Wholesale Hardware Association Convention, Las Vegas.
- 16-17 Water Systems Council, 35th Annual Meeting, Chicago.
- 16-18 American Hardware Supply Co., Spring & Summer Goods Merchandise Show and Shareholders' Meeting, Harrisburg, Pa.
- 16-31 Cotter & Company, Spring Goods, Fishing Tackle & Outdoor Living Market, Chicago.
- 22 Wm. L. Blumberg Co., Inc., eighth annual Fall and Christmas Dealer Show, Brooklyn.
- 23-25 Hardware Wholesalers Inc., annual Convention and Winter Goods Show, Fort Wayne, Ind.
- 30 Yakima Hardware Co., Fall Dealer Show, Yakima, Wash.
- 30-1 National Paint, Varnish & Lacquer Assn., 80th Annual Meeting, San Francisco.

Alphabetical Listings

AFTMA Trade Show, Aug. 6-9, at Sherman House, Chicago. Sponsored by American Fishing Tackle Manufacturers' Assn., Suite 1563 20. N. Wacker Drive, Chicago, 60606.

Allison Erwin Co., 10th annual Fall Merchandise Show, Aug. 29-30, at company showrooms, Charlotte, N. C.

Amarillo Hardware Co., Fall Merchandise Market, Aug. 12-13, Holiday Inn West, Amarillo, Texas.

American Hardware Supply Co., annual Shareholders' Meeting, Spring & Summer Goods Merchandise Show, Oct. 16-18, Farm Show Bldg., Harrisburg, Pa.

Baker & Hamilton, annual Bakerama Merchandise Show, Aug. 6-7, at Whitcomb Hotel, San Francisco.

Banner Distributing Co., Gift, Housewares and Hardware Show, Aug. 20-22, Denver Merchandise Mart, Denver.

Bay Cities Wholesale Hardware Co., Inc., Fall & Christmas Show, Aug. 27, San Mateo Fair Grounds, San Mateo, Calif.

Beck & Gregg Hardware Co., Merchandise Market, Sept. 3-6, Marriott Hotel Exhibition Hall, Atlanta.

Belknap Hardware & Mfg. Co., Dealer Market, July 23-26, at company showrooms, 111 E. Main St., Louisville, Ky.

Blish, Mize & Silliman, Inc., Dealer Merchandise Exhibition, Aug. 27, Muehlebach Convention Center, Kansas City, Mo.

Wm. L. Blumberg Co., Inc., eighth annual Fall and Christmas Merchandise Show, Oct. 22, at the company's headquarters, 1133 Manhattan Ave., Brooklyn.

Bostwick-Braun Co., Merchandise Hi-Lites '68, Oct. 1-3, Toledo Sports Arena Exhibition Hall, Toledo, Ohio.

Brown-Rogers-Dixson Co., Dealer Show, Aug. 19-20, Wagoner Hall, Heart of Charlotte Inn, Charlotte, N. C.

California Housewares Show, July 6-7, Western Merchandise Mart, San Francisco, sponsored jointly by San Francisco Pot & Kettle Club and Western Merchandise

- Mart, T. A. Schlink Jr., Chairman.
- Clark Hardware Co., Merchandise Mart, Sept. 16-17, Municipal Auditorium, Nashville, Tenn.
- Cotter & Company, Spring Goods, Fishing Tackle & Outdoor Living Market, Oct. 16-31, 2740 Clybourn Ave., Chicago.
- Cullum & Boren Co., Toy, Gift & Housewares Show, July 2-7, company showrooms, 3228 Halifax, Dallas. Toy, Gift & Housewares Show, Sept. 3-8, also at company showrooms.
- Cutler Hardware Co., Fall Merchandise Show, Aug. 27, at company headquarters, 400-404 Sycamore St., Waterloo, Iowa.
- Florida Hardware Co., annual Merchandise Show & Open House, Sept. 17-18, at company warehouse, Jacksonville.
- Hardware Wholesalers, Inc., HWI annual Convention and Winter Goods Show, Oct. 23-25, Allen County Memorial Coliseum, Fort Wayne, Ind.
- Haw Hardware Co., ninth annual Sellarama Show, Sept. 17, Ottumwa Coliseum, Ottumwa, Iowa.
- S. B. Hubbard Co., Annual Dealer Trade Show, Aug. 5-6, at Jacksonville Civic Auditorium, Jacksonville, Fla.
- Huey & Philp Co., Fall Merchandise Market, Aug. 26-27, Market Hall, Dallas, Tex.
- Hoffman Hardware Co., fifth annual Warehouse Value Harvest Dealer Show, Oct. 1, company showrooms, 6625 E. Washington Blvd., Los Angeles.
- Jensen Byrd Co., annual Fall and Christmas Merchandise Show, July 30-31, Jensen Byrd Merchandise Mart, 131 E. Main St., Spokane, Wash.
- Knapp & Spencer Co., Fall Merchandise Show, Aug. 13-14, at Sioux City Municipal Auditorium, Sioux City, Iowa.
- Knight & Wall Co., Seminolian Merchandising Market, Sept. 9-10, at company warehouse, Tampa, Fla.
- Kruse Hardware Co., annual Fall and Christmas Merchandise Show, Sept. 16-17, Cincinnati Gardens, Cincinnati.
- Lee Hardware Co., Ltd., Fall Merchandise Market, Aug. 5-6, at the new Convention Hall, Shreveport, La.
- Louisville Tin & Stove Co., Dealer Trade Show, July 23-26, at company showrooms, 737 S. 13th St., Louisville, Ky.
- Michigan Retail Hardware Assn., 73rd annual Convention & Gift-Housewares Show, Sept. 17-19, Boyne Mountain Lodge, Boyne Falls, Mich.
- Miller Bros. Hardware Co., Dealer Show, Oct. 1-2, Holy Family Church, Richmond, Ind.
- J. W. Murchison Co., Fall Goods Dealer Show, Aug. 13-14, company showrooms, 75 Lullwater Drive, Wilmington, N. C.
- Nash Hardware Co., Fall Market, Aug. 12-13, at Will Rogers Exhibit Hall, Fort Worth, Tex.
- National Builders' Hardware Convention, Oct. 2-4, Palmer House, Chicago. Sponsored by National Builders' Hardware Assn., 1290 Avenue of the Americas, New York, and American Society of Architectural Hardware Consultants, 2675 Cleveland Ave., Santa Rosa, Calif.
- National Convention of American Hardware Mfrs. Assn., National Wholesale Hardware Assn. and National Assn. of Sheet Metal Distributors, Oct. 15-18, Riviera Hotel (Stardust and Thunderbird cooperating hotels), Las Vegas. Arthur L. Faubel, AHMA Secretary, 342 Madison Ave., New York, N. Y. 10017. Thomas A. Fernley Jr., NWAHA managing director, 1900 Arch St., Philadelphia, Pa.
- National Hardware Show, Oct. 9-12, Coliseum, New York. Sponsored by National Hardware Show, Inc., 331 Madison Ave.
- National Paint, Varnish & Lacquer Assn., 80th Annual Meeting, Oct. 30-Nov. 1, San Francisco Hilton Hotel.
- National Retail Hardware Assn., 68th Annual Congress, July 16-20, at San Francisco Hilton, San Francisco, Calif.
- Oklahoma Hardware Co., Fall Market, Aug. 19-20, at Skirvin Hotel, Oklahoma City, Okla.
- Orgill Bros. & Co., Fall Dealer Show, Aug. 13-16, Memphis Municipal Auditorium, Memphis.
- Peden Iron & Steel Co., Dealer Merchandise Show, Aug. 20-21, Regency Room, Shamrock Hilton Hotel, Houston.
- Pro Dealer Show, Sept. 24-25, sponsored jointly by Yakima Hardware Co., and Morse Hardware Co., at the Hyatt House, Seattle.
- Schafer Co., Inc., annual Winter and Christmas Dealer Show, Aug. 2-3, Community Center, Decatur, Ind.
- Smith Hardware Co., Fall Merchandise Show, Aug. 16-17, Moose Lodge Auditorium, Goldsboro, N. C.
- Southern Hardware Assn., 12th Annual Meeting, Oct. 2-4, Mid-Pines Club, Southern Pines, N. C.
- F. C. Stearns Hardware, Inc., Fall Market, Aug. 5-6, Arlington Hotel Convention Center, Hot Springs, Ark.
- Stratton-Warren Hardware Co., Fall Merchandise Market, Aug. 13-16, at company showrooms, 37 E. Carolina Ave., Memphis, Tenn.
- W. A. L. Thompson Hardware Co., Fall Show, Oct. 1, Municipal Auditorium, Topeka.
- Van Camp Hardware & Iron Co., Fall and Winter Merchandise Show, Aug. 20-21, Murat Temple, Indianapolis.
- Virginia Carolina & Richmond Hardware Companies, Inc., Buyer's Market, Sept. 10-11, John Marshall Hotel Exposition Center, Richmond, Va.
- Wagner Hardware Co., Fall Merchandise Show, Sept. 10-11, Elk's Club Ballroom, Mansfield, Ohio.
- Wallace Hardware Co., Trade Show, July 18-20, company showrooms, Morristown, Tenn.
- Water Systems Council, 35th Annual Meeting, Oct. 16-17, Sheraton-O'Hare Motel, Chicago. Durwood Humes, executive secretary, Suite 1922, 205 W. Wacker Drive, Chicago 60606.
- Watkins-Cottrell Co., 100th Anniversary Trade Show, Aug. 1-2, Richmond Arena, Richmond, Va.
- Watters & Martin, Inc., Show, Aug. 23-24, at company facilities, Norfolk, Va.
- J. A. Williams Co., 68th anniversary Merchandise Fair, July 30-31, Aug. 1, Syria Mosque, Pittsburgh.
- The George Worthington Co., Spring & Summer Merchandise Fair, Sept. 24-27, at company's exhibit hall, Cleveland.
- Yakima Hardware Co., Fall Dealer Show, Oct. 30, at Chinook Motel & Tower, Yakima, Wash.
- Zork Hardware Co. of New Mexico, annual Dealer Show, Sept. 9-10, at company warehouse, 1414 12th St., Albuquerque.

July Sales Forecast:

Sales in July expected to top April's volume by good margin

Dealers remain optimistic about summer sales prospects. Weather improvement, manufacturers' confidence may be factors in dealers' sustained mood of cheerfulness.

When summer comes, can sales be far behind?

With apologies to the English minstrel, hardware dealers for the second month in a row answer this poetic query with a resounding "No!" Their Sales-caster prediction for July sales points firmly to a better than seasonal sales improvement.

Last month, too, dealers had shaken off their cautious mood after a disappointing spring to forecast sales gains. For this month dealers look for a 10½% improvement over April's sales. The 10-year average April to July sales gain is only 4.1%, an analysis of U. S. Commerce Dept. hardware store retail sales figures shows.

The nation's manufacturers expect to achieve sales gains in the weeks ahead, according to the latest survey conducted by the U. S. by the Commerce Dept. Personal income resumed a stronger upward trend in May and retail sales in April rose to a new record.

Perhaps these encouraging factors have something to do with buoying up the spirits of retailers generally.

Then, too, the weather has finally come around to lend a sales assist in many parts of the country that had practically no spring. Some dealers are making up in part for sales lost earlier in the lawn and garden, outdoor living and paint departments. The vacation season is here and

many home improvement projects will be undertaken.

With vacations also go increased sales of camping equipment, sporting and recreation goods as well as other warm weather items. Fans and air conditioners, too, get a sales spurt when the thermometer starts soaring upward.

In any event, the dealers definitely look for sales gains in the month ahead, whatever the reasons. Here is what they predicted in the July Salescaster study:

... Estimated percentage change from April to May: up 7.8%.

... Estimated percentage change from April to June: up 16.7%.

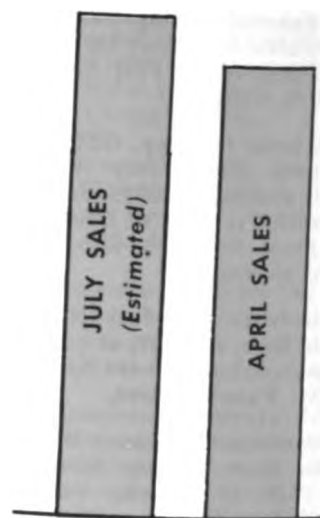
... Estimated percentage change from April to July: up 10.5%.

The anticipated sales gains for this July are a bit below last year's predictions. At the same time last year dealers interviewed for Salescaster had predicted: an estimated sales change from April to May of +14.9%; from April to June of 21.5%, and from April to July of 14.8%.

These Salescaster forecasts may be used by dealers who would like to make their own sales projections for the month ahead. Here is how the esti-

SALESCASTER PREDICTION:

Sales in July are expected to rise 10½% over April's.



Dealers remain in optimistic mood about sales outlook.

mates reported here can be applied.

From your own store's sales records, compare on a percentage basis your April 1966 sales with those for May, June and July of 1966.

Then take your own sales figures for April, May and June of 1967 and make a similar comparison of your sales for April with May and June. This will set up a pattern how percentage comparisons for your store follow those in the Salescaster study reported here.

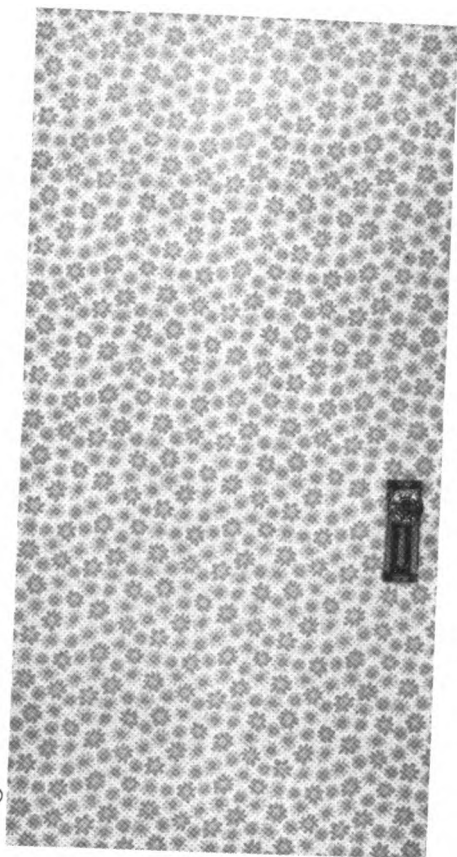
Now you have a pattern and with any local situations for your trading area taken into consideration, you can make your own percentage estimate of how July sales this year will shape up compared to April.

This Salescaster study is the 52nd in a series for this HARDWARE AGE Reader Service. It is published in the first issue of HARDWARE AGE after these national figures have been tabulated monthly.

Salescaster is a joint project of HARDWARE AGE and Chilton Research Services. It was tested for several years prior to its first publication in HARDWARE

(Continued on page 84)

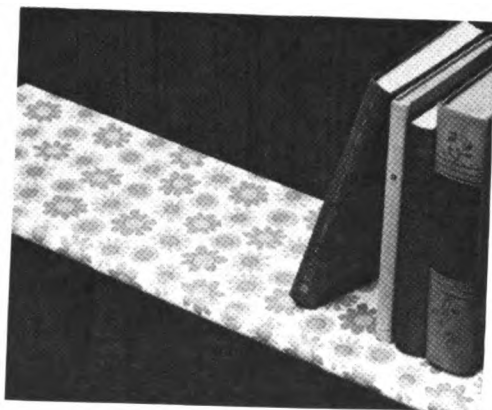
When
you sell
Marvalon®



—you've got
2 more sales
in sight

Only Marvalon makes
adhesive coverings
with shelf and drawer
linings to match!

Feature Marvalon's
exclusive 3-in-1 look.
Help your customers
coordinate purchases.
Help yourself to
triple sales!



Switch to
Marvalon®
—you'll stick
with it!

MARVALON®

ANOTHER HELPFUL PRODUCT FROM KIMBERLY-CLARK. *

Kimberly-Clark Corporation, Dept. 17
Box 551-MD, Neenah, Wisconsin 54956

☐ Please send me information on how to
make more money with marvelous Marvalon.

Name _____

Address _____

City _____ State _____ Zip _____

Want more facts? Circle 124, p. 53

HARDWARE AGE, July 1, 1967

Promotions

Manufacturers' New Promotion Plans

Republic Molding has new housewares program

A new program for its Polly-Flex housewares line in avocado and copper with monograms is being offered by Republic Molding Corp.

Introduced at the Housewares Show in Chicago, the program offers the most popular current housewares colors, monograms for all pieces and planned assortments as sales building features. The consumer sends in a mail reply card to obtain a set of three monogram initials for each Polly-Flex item included in the program.

Republic is backing the promotion with full-color ads in *Better Homes & Gardens*, *House Beautiful* and *House & Garden* magazines.

Osrow promotes car care products via NBC radio

NBC's Monitor radio programs are being used Saturdays and Sundays this summer to introduce several new products from Osrow Products Co.

The products are Tornado Car Vacuum, 5 Minute Pressure Washer and the Armor Clad line of car care aerosols. Ads will be aired on selected sports and news programs over NBC as well as on the Monitor programs.

Among the stars who will promote the new products are Phyllis Diller, Nichols and May, Mell Allen and Morgan Beatty.

Dramatic ad on TV shows strength of Master Lock

Master Lock Co. is using a dramatic TV ad to demonstrate the strength and durability of its padlock line.

On the "Tonight" show with

Johnny Carson, the commercial shows a .44 caliber Magnum bullet being fired point blank at a Master laminated padlock. After a direct hit, the padlock still locks securely and opens easily with a key.

The commercial also is being shown on color on the "Today" show throughout the summer. Other Master Lock ads are appearing this summer in *Life*, *Look*, *Post*, *Newsweek*, *Sports Illustrated*, *Field & Stream*, *Boys' Life*, *Sport* and *Popular Mechanics*. Monitor radio also is being used for commercials.

Magazine ads supporting new Sergeant promotion

Consumer magazines and Sunday supplements in 115 major newspapers will carry ads supporting the new promotion for Sergeant's dog care products this summer.

Featured in the campaign is the Sentry Collar, which is impregnated with a special insecticide that kills fleas anywhere on a dog's body. It is effective for at least three months.

Magazine in which ads appear this summer include *Life*, *Look* and *Saturday Evening Post*. A TV spot campaign on prime time programs also will aid the campaign.

Ads in 3 media promote Hagerty's silver polish

W. J. Hagerty & Sons, Ltd., is using TV, radio and consumer magazines to promote its new Silversmith's Polish with tarnish preventive.

Ads will be aired on the NBC "Today" TV show and on the ABC "Don McNeill Breakfast Club" radio show.

Magazines that will carry ads

for the new polish include *Look*, *Good Housekeeping*, *Ladies' Home Journal*, *Vogue*, *Better Homes & Gardens* and *Family Circle*. Local advertising also will be used to support the campaign.

July sales expected to top April substantially

(Continued from page 82)

AGE. It has proved a most sensitive barometer of the business climate immediately ahead.

Personal interviews are conducted each month among a representative sample of hardware dealers. Stores are chosen to reflect a true cross section of the trade as regards size, geographic location, etc.

Answers then are tabulated by Chilton Research Services and reported to *HARDWARE AGE*. Information on the months ahead (for which actual sales figures are not available) represents the average estimates of dealers interviewed. Estimates are given as a percentage of change from a base month. In this Salescaster report, the base month was April.

Tonka offers hard hats with each toy purchase

Youngsters who get a Tonka toy also may obtain a hard hat like those worn by construction workers in the new promotion by Tonka Corp.

A coupon included in each box entitles the gift recipient to a hat for \$1. Bright yellow, the hats carry a Tonka insignia.

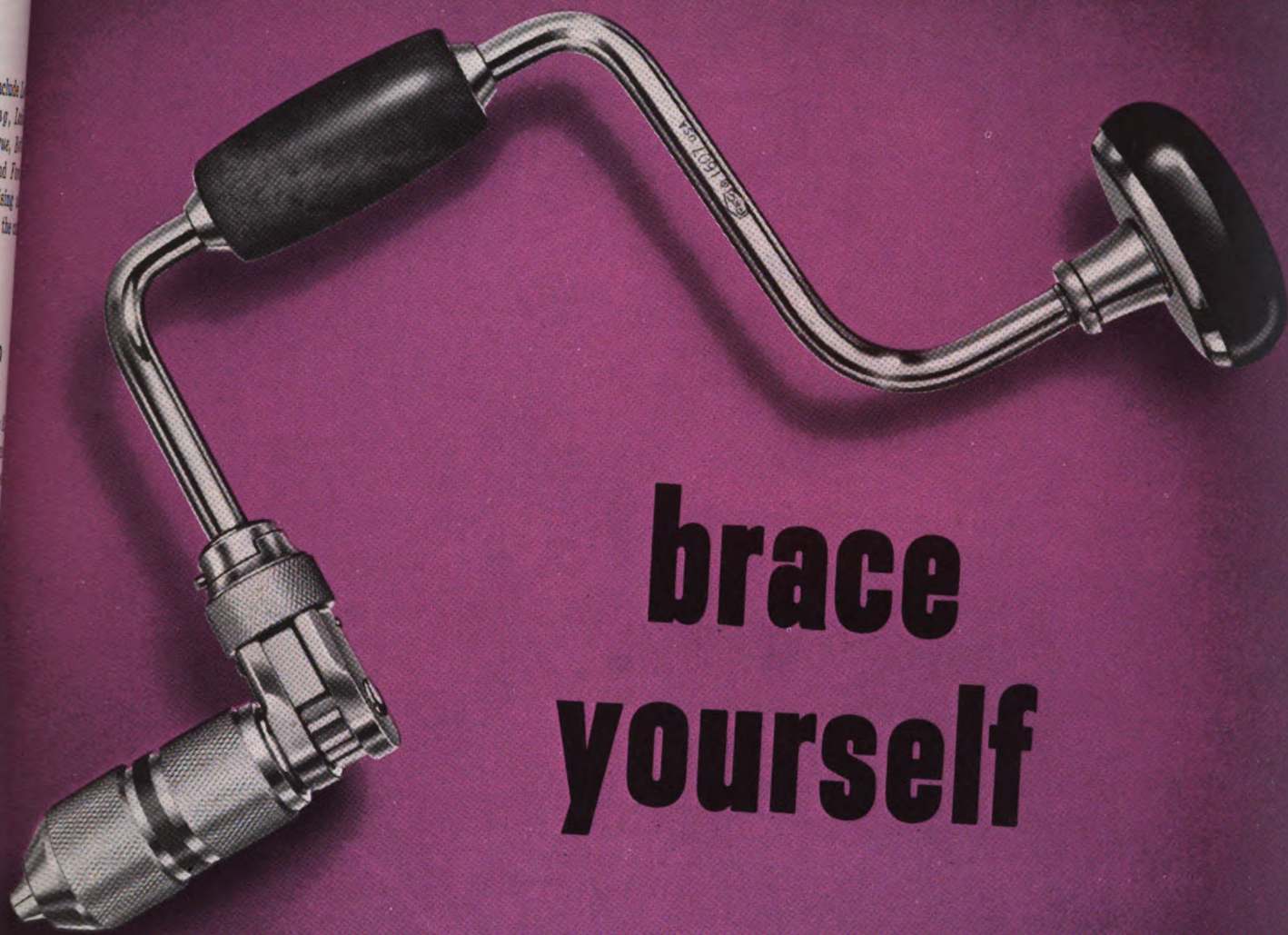
A STATUS SYMBOL



Their reputation for quality and fair dealing insures Wrap-On products are presold when you place them in stock. An adequate stock of Wrap-On products is never a gamble.

Want more facts? Circle 125, p. 53
HARDWARE AGE, July 1, 1967
Want more facts? Circle 126, p. 53 →

brace yourself



Be prepared. Expect to increase your tool sales and profits when you become a P & C Dealer. P & C has a double-barreled combination that offers you: (1) a complete line of quality tools, plus (2) your choice of merchandisers that have been sales-proved in stores just like yours. Ask your P & C Wholesaler to tell you more. P & C Tool Company, P.O. Box 22066, Portland, Ore. 97222.



SUBSIDIARY OF PENDLETON TOOL INDUSTRIES, INC.

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New Wholesalers' Aids for Dealers' Use

New Nash mailer offers 100 free cans of paint

The summer sale circular prepared by Nash Hardware Co., Fort Worth, Tex., wholesaler, offers dealers using the mailer 100 free 1/4-pt cans of enamel free as gifts for their customers.

The mailer features specials in



the paint, plumbing, electrical, tool and garden departments. The mailer cover promotes items for repairing and improving the home.

A special on iced tea glasses and another on clothes pins also are featured on the 4-page mailer cover as traffic builders.

Northern Wholesale mailer is big help in dealer ads

Northern Wholesale Hardware Co., dealer-owned wholesaler, Portland, Ore., produced a 12-page tabloid consumer catalog which broke on June 21. It was printed in red and black on yellow paper.

Before such promotions break, the firm sends two copies printed on white paper to be used by the retailer in preparing accompa-



nying newspaper ads. The illustrations can be used if the newspaper is printed by the offset method.

Many dealers are using these circulars to make up ads and find it inexpensive and productive.

The circular promotions are used by the wholesaler's franchise store group, Home Town Hardware outlets in Oregon, Washington, Idaho, Western Montana and Alaska.

HWI mailer offers choice of size and two inserts

Dealers have a choice in the Summer Hardware Sale mailer prepared by Hardware Wholesalers, Inc., dealer-owned wholesaler of Fort Wayne, Ind.

They may select either a 16-page circular or only the eight outside pages. Also optional are two inserts—a 4-page, full-color Lucas Paint insert and another 4-page black-and-white insert on plumbing and electrical.

Dealers also have a choice of using either of two sets of prices for the merchandise featured in the mailer. The colorful cover of the mailpiece shows a summer



sailing scene with a coupon special and four bonus buy specials for merchandise also prominently displayed.

Pennswim sweepstakes for dealer, distributor also

Dealers and distributors of Pennswim pool chemicals join the consumer winners in the 1967 Pennsalt Chemicals' "Winners' Choice" Sweepstakes.

In the contest, winners have their choice of any of three different prizes in the first three prize levels. In all, consumers, dealers and distributors can win more than 300 prizes.

The dealer named in the entry blank of a first prize winning pool owner has his choice of a 1968 Thunderbird, a \$5,000 college scholarship fund or a two-week family vacation in Hawaii for up to four people. The distributor who supplied the winning dealer has a like choice. Similar prizes have been set for the other five prize levels.

Sunbeam cuts price on 7 lawn mower models

Three rotaries, three riders and a gas-powered reel mower are among the lawn mower models on which Sunbeam Corp. has reduced the price.



"Just looking around..."

becomes a sale when you blister pack with Davis Propionate.

More and more hardware manufacturers are discovering that their products can have lots of impulse buying appeal. That's one of the big reasons why Coastal Abrasive and Tool Company decided to blister pack their products. Clear-Vu Packaging Corp. did the packaging. Naturally, they chose Davis Propionate for its clarity and long shelf life.

Davis Propionate sheeting is easy to form... maintains stability... is unaffected by greases, fats or oils... completely odorless. It has sparkling, long-lasting clarity and cold-weather cracking resistance for long shelf life. Because contents are protected from moisture and handling damage,



leftovers and returns are problems of the past.

Davis also makes other thermoplastic sheeting products that come clear, colored transparent, translucent, or full opaque. These include: **Butyrate**, a tough, crack-resistant, break-defying clear plastic. **Cellulose Acetate** for economy, all-around performance, wide span of color and gauge. And **Biax**, the biaxially oriented styrene with dimensional stability, real economy, and FDA acceptance for all foods.

Free copy of "Better Packaging with Davis Thermoplastic Sheeting" is yours for the asking. Write or call today.

JOSEPH DAVIS PLASTICS CO.

432 Schuyler Ave. • Kearny, N.J. 07032 • (201) WYman 1-0980 • New York (212) BA 7-6421 • Lemont, Ill. (312) 242-1200

World's Largest Exclusive Extruder of Acetate, Butyrate, Propionate, and Oriented Styrene



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New trademark adopted by Miller Falls Co.

A new trademark adopted by Millers Falls Co. will be used henceforth on all products, literature and promotional material.

Large, non-serif block capital letters, "M F," appear in a



Millers Falls new logo

square with rounded corners. Above the letters "Millers Falls" is printed and below "Quality Tools".

Millers Falls announced that introduction of the new logo reflects the recent product, sales and administration development in the company's 99th year.

GE changes prices on half its lamp types

Price changes — some increases, some cuts—have been announced by General Electric's Large Lamp Dept. for about half its lamp types and sizes. Others are unchanged. Price changes became effective June 28.

Increases affect incandescent lamps and special application fluorescent and high-intensity discharge lamp types. Not affected are high-volume fluorescent and mercury general-lighting lamps, whose prices were reduced in 1964 and 1965.

This was the first broad price increase since 1959, according to Thomas M. Wallace, department general manager. The changes amount to an overall increase of 3.9% on products. Even so, he

added, GE's lamp price index will still be slightly below its 1959 level. By comparison, said Mr. Wallace, the U. S. Bureau of Labor Statistics' Consumer Price Index has risen more than 13% since 1959.

Corning improves plan for replacement parts

Corning Glass Works has announced an improvement in the identification, packaging and distribution of replacement parts for Pyrex ware, Corning Ware utensils and Corning Ware electromatics.

Harry J. McCormick, general sales manager, Consumer Products Division, said the improved program aims to "put repair or replacement parts where they are needed—on dealer or distributor shelves."

A new directory of parts will be issued to franchised dealers. Clear definition and illustration will eliminate confusion and uncertainty for both dealer and homemaker in choosing the right part. A total of 108 convenience parts will be available to distributors.

Manufacturers expand, move to new facilities

Midget Louver Co., Norwalk, Conn. — Has moved from 6-8 Wall St. to its new building, with office and warehouse, at 800 Main Ave., Norwalk.

Electro Engineering Products Co., Inc., Chicago, Ill. — Has moved its manufacturing operations and general offices to a 100,000 sq ft plant at 1801 N. Central Park Ave., Chicago, from its former address at 6322 N. Cicero Ave., Chicago. The move was necessitated by increased demand for the firm's lines of power tools. The new block square, 3-story plant also houses the firm's machine shops, quality control and engineering laboratories.

Wear-Ever cuts prices on 10 Teflon products

Special reduced prices on ten Teflon items have been announced by Wear-Ever Aluminum, Inc., the price cuts to be in effect through Sept. 30.

Items involved include two fry pans, two cookie pans, two cake pans, a square griddle, a loaf pan, a pie pan and a casserole and cake pan.

The ALCOA subsidiary also has introduced a new 8½ qt Dutch oven and a 12 piece set added to Wear-Ever's SR-3 Teflon-coated cookware line. Also added is a new electric fry pan with SR-3 Teflon coating. The fry pan has an antique bronze colored cover and color-matched phenolic side handles, cover knob and heat control.

Gavin field service lab to tour U. S. and Canada

Gavin Instruments, Inc., Somerville, N. J., announces that it is placing its field service lab at the disposal of its representatives and distributors through continental U. S. and Canada. The lab has undergone six months of field trials in all sections of the country.

A specially equipped Clark-Cortez, the lab is furnished as a mobile office. It serves as an on-the-spot conference room where color and black and white TV reception can be viewed, compared, have meter readings taken, antennas compared and various leads tested.

DON'T OUTSMART YOURSELF



Overcharging a customer is not smart. It is suicide. He will eventually find out. He will never come back to your store.

(5)

**Dow Corning thinks you
should sell a
tile cleaner that
does more
than just clean.**

**This new one
cleans, polishes
and protects...
all in one step.**



Now your customers don't have to buy a separate cleaner and then a protector. This new one cuts the job in half, because you clean and polish at the same time.

And here's a plus: the invisible shield left by the tile cleaner effectively resists growth of mold and mildew.

Grout stays clean longer.

Tile stays clean longer. And bathroom cleanup is easier because the clear silicone shield protects against soap build-up.

With all this going for you, your turnover will be better than with ordinary tile cleaners. Dow Corning has already tested this new Tile Cleaner and Protector in hardware stores. And it sells!

No. We didn't forget the markup. It's a big 45% during the deal period.

**INTRODUCTORY DEAL
1 Free with 11. Ends Aug. 11**

Available in 16 oz. plastic bottles with dispenser top.
Suggested list price \$1.69.

Dow Corning Corporation
Consumer Products Division
Greensboro, N.C. 27407

DOW CORNING

HARDWARE AGE, July 1, 1967

Want more facts? Circle 129, p. 53

Want more facts about ad appearing on pp. 90-91? Circle 130, p. 53

Since the Bernzomatic Propane Torch is guaranteed for life, you'd better get yours early.



LIFETIME GUARANTEE
The Bernzomatic torch burner is guaranteed for the life of the owner. When returned to our factory it will be put in first class mechanical condition. It doesn't matter how the burner was damaged. We will either fix it or send you a new one free of charge.
Bernzomatic, Rochester, N. Y.

Are we nuts to put a baby in a torch ad?

Like a fox.

**Can you think of a better way to say,
"The sooner you buy,
the longer you enjoy"?
Besides, babies mean new life.
And Bernzomatic has a lot of that:**

- 1. New lifetime guarantee.** Means you'll never have to give back a nickel on a Bernzomatic torch. Or fix one. Even if your customer breaks his torch, he mails it to us. And we fix it. Free.
- 2. New packaging.** New look. New style. Three new different packages. When you put them out, they sell for you.
- 3. New consumer ads.** The dramatic ad on the opposite page will be running soon in *Life*, *Look*, *Popular Mechanics*, *Popular Science*, *Mechanix Illustrated*.
- 4. New deals.**

	TX-10	TX-888	TX-25
Regular Dealer Price	\$5.53	\$7.20	\$8.00
Suggested Retail	\$8.29	\$10.79	\$11.99
Special Net Down Dealer Price	\$4.61	\$6.00	\$7.33
	Standard Packaging, 6 to a carton. Shipping Weight 19½ lbs.	Standard Packaging, 6 to a carton. Shipping Weight 21½ lbs.	Standard Packaging, 6 to a carton. Shipping Weight 30 lbs.

That's what's new at Bernzomatic. Now, it's up to you. So buy from the company that's hot. And getting hotter. Bernzomatic.



BERNZOMATIC

Corporation, 740 Driving Park Ave.,
Rochester, N.Y. 14613

HARDWARE AGE NEWS

News About Dealers: Stocker Hardware

Wins Award; Kennedy Hardware Re-Opens



Doyle Stocker, owner of Stocker's Sentry Hardware, displays Golden Shovel Award store received from Tuscarawas County (Ohio) Chamber of Commerce.

New Philadelphia, Ohio—OWN HARDWARE STORE recently re-opened for business under the new ownership of R. J. Terlinden.

Los Angeles—HOLIDAY HARDWARE is one of the major tenants of the 12-acre Las Posas Plaza Shopping Center which opened last month.

Molalla, Ore.—The COAST-TO-COAST STORE recently re-opened in new quarters, a former garage which enabled the store to expand its heating and pump service department.

Wanamingo, Minn.—SYVERSON HARDWARE has begun construction on a new store building. The new store will have a sales display area of 46 x 120 feet.

Philomath, Ore.—BAMM HARDWARE & GARDEN SUPPLIES, 19th and Main, held its grand opening. Carl Bennett, Larry Ayers, Robert and James Muir are the owners. Wayne Howard, who was the contractor for the new facility, is the manager.

Anchorage, Alaska—The 38-year old KENNEDY HARDWARE recently re-opened in the newly completed Reeve Building, Sixth Ave. and D St. The store had been closed since a \$1 million fire destroyed the McKinley Building, its former location.

Decatur, Ga.—Partners Frank Olver, Bruce Kittle and Thomas Olver opened their second ACE HARDWARE CO. store in the Toco Hill Shopping Center. A third store is in the planning stage. The new store was formerly Every Hardware.

Howard Lake, Minn.—OUR

National Lead Elects Rowley Executive V. P.

Edward R. Rowley has been elected executive vice-president of National Lead Co., New York.

Mr. Rowley joined National Lead in 1933. He is a director and member of the company's executive committee.

He is also president of Titanium Metals Corp. of America, which is jointly owned by National Lead and Allegheny Ludlum Steel Corp.



ROBERT L. LAWRENCE

California Hardware Appoints Lawrence

Robert L. Lawrence has been appointed assistant sales manager of California Hardware Co., Los Angeles wholesaler.

Mr. Lawrence, with California Hardware since 1956, was manager of the china and giftwares division.



EARL L. BECK

Gamble-Skogmo Names 3 To Management Board

Earl L. Beck, Hugh S. Coonrod and Frank L. Selover have been appointed to the management board of Cussins & Fearn, a division of Gamble-Skogmo, Inc., Minneapolis.

Mr. Beck is housewares buyer and merchandise manager of Cussins & Fearn. Mr. Coonrod is softlines merchandise manager. Mr. Selover heads the credit and electronic data processing operations.

Rackliffe Elected

Philip T. Rackliffe, president of Standard Tool Co., Cleveland, has been elected to the board of directors of National Twist Drill and Tool Co., Rochester, Mich.



DONALD W. HANSON

D. W. Hanson Named To Stanley Hardware Post

Donald W. Hanson has been appointed marketing manager for architectural hardware, a new post combining architectural and cabinet hardware lines for the Stanley Hardware Div. of the Stanley Works, New Britain, Conn.

He was marketing manager of cabinet hardware, and has been with the firm since 1964.

STACK OUT RAID

for peak season profits!

Raid's biggest season of sales, of advertising, and profits for you, is now at its peak.

Ask your Johnson Wax representative about a special display bonus for profitable off-shelf display. Or contact the nearest Johnson Wax warehouse.

S. C. Johnson & Son, Inc., Racine, Wis.

Want more facts? Circle 131, p. 53

HYPONEX

Soluble **PLANT FOOD** Complete

FAST SELLING, NATIONALLY ADVERTISED

Demanded by millions for houseplants, flowers, vegetables, lawns, gardens. Produces vigorous, beautiful growth in all plants. Pays dealer 33 1/3% profit. Attractively packaged. Does not deteriorate. Clean, odorless, SAFE. Dissolves instantly in water. 1-oz. makes 6 gallons liquid plant food.

Retail Price		Dealer & Grower Cost	
1/4 oz. pkt.	15c	48 to case - wt.	3 lbs. \$ 4.80 case
2 oz. can	29c	36 to case - wt.	7 lbs. \$ 6.96 case
5 oz. can	59c	24 to case - wt.	11 lbs. \$ 9.44 case
10 oz. can	\$ 1.00	12 to case - wt.	12 lbs. \$ 8.00 case
2 lbs. can	\$ 2.45	6 to case - wt.	15 lbs. \$ 9.80 case
5 lbs. can	\$ 4.95	4 to case - wt.	24 lbs. \$13.20 case
10 lbs. drm.	\$ 9.00	1 to case - wt.	11 lbs. \$ 6.00 case
25 lbs. drm.	\$18.00	1 to case - wt.	27 lbs. \$12.00 case
50 lbs. drm.	\$28.50	1 to case - wt.	54 lbs. \$19.00 case
100 lbs. drm.	\$45.00	1 to case - wt.	106 lbs. \$30.00 case

If jobber cannot supply, order direct. Write for ONEX catalog.

Widely used over 25 years.

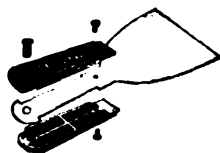
HYDROPONIC CHEMICAL CO. Supply Ohio 44321, U.S.A.

Want more facts? Circle 132, p. 53

QUALITY

BLACK & SILVER PUTTY KNIVES - SCRAPERS

Finest quality tools recognized for long lasting service. Made from best high carbon steel individually hardened, tempered, ground and mirror finished. High gloss black shatter proof plastic handles. One piece of steel from tip of blade through end of handle. Tools individually packaged for retail sales.



THE GREATEST LINE OF FIX-UP PAINT-UP TOOLS



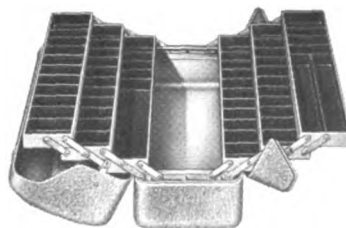
HYDE TOOLS, SOUTHBRIDGE, MASS., U.S.A.

Want more facts? Circle 133, p. 53

Three Leaders From The Line You Need For Greater Profit:

My Buddy

TACKLE BOXES



My Buddy

**TACKLEMASTER
No. 2006RL**

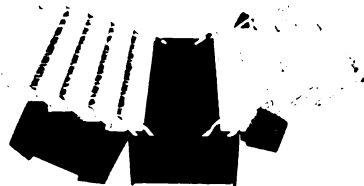
**ALUMINUM with
ROYALITE
TRAY INSERTS**

The big aluminum box with built in profit and satisfaction. Fishermen like the gear-protecting Royalite lines. Solid brass hardware, 2 keyed locks; 6 roomy trays. 20 x 8 7/8 x 10 3/4 inches. Only 6 1/2 lbs.

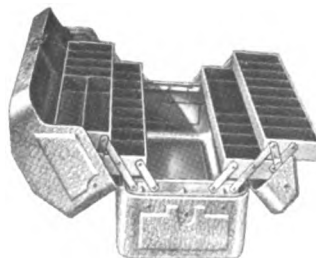
My Buddy

**TACKLEMASTER
No. 8820**

**MOLDED OF
SUPER TOUGH
IMPERVIUM***



Rugged Impervium won't rust, crack, weatherwear. Protects your gear better. 8 big trays. 52 compartments. 2 keyed locks. 20 x 11 x 10 1/2 inches. Just 9 1/2 lbs.



My Buddy

**TACKLEMASTER
No. 1416RL**

**ALUMINUM with
ROYALITE
TRAY INSERTS**

Hardest big box ever for all fishermen. Protective Royalite Inserts are added sales feature. 4 roomy trays. Keyed lock. 16 x 8 3/4 x 9 3/4 inches. 5 1/2 lbs.

See Entire Line . . . **PLASTIC, ALUMINUM and STEEL
TACKLE BOXES and MINNOW BUCKETS**

at the **AFTMA** show August 6 thru 9
BOOTH 64 Sherman House, Chicago, Ill.

SEND FOR FULL COLOR DESCRIPTIVE CATALOGUE

FALLS CITY DIVISION

Stratton & Terstegge Co., Inc.
P. O. Box 1859 • Louisville, Ky.

Want more facts? Circle 134, p. 53

*YOU ASKED FOR IT...
so Slaymaker
repeats this offer*

50 FREE KEY CHAIN SCREWDRIVERS

So successful was Slaymaker's FREE screwdriver offer that dealers across the country have asked us to repeat it. So we are! You get 50 FREE screwdrivers with each two dozen Slaymaker locks you order. These tough carbon steel screwdrivers—ideal to carry on key chain or key ring—can be used in special promotions, as customer handouts . . . they have 101 uses. Supplies of screwdrivers will be limited. Order now from your wholesaler to avoid disappointment. Slaymaker reserves the right to withdraw this offer at any time without prior notice. Remember, this offer is exclusive with SLAYMAKER—the best padlocks for the money, and the best profit margin, too.

**THE COMPLETE PADLOCK LINE
PACKAGED TO SELL**



See-Packed / Blister-Packed / Carded

Slaymaker

LOCK COMPANY • LANCASTER, PA.

In the Heart of the Pennsylvania Dutch Country Since 1888

CLIP COUPON & ATTACH TO "WANT" BOOK

✓ ORDER FROM WHOLESALER!

**Special Slaymaker Offer
50 FREE Key Chain
SCREWDRIVERS**

with each 2 dozen Slaymaker locks ordered.
(Locks may be all the same design or in any selection needed.)

Marshalltown Trowel Cites S. B. Hubbard



Jack Coit of the S. B. Hubbard Co., Jacksonville, Fla. wholesaler, accepts plaque featuring trowel from Bob Crow of Taylor Bros., sales agents for Marshalltown Trowel Co., on Hubbard's 100th anniversary.

Russell Elected Head Of New England Assn.

Robert H. Russell, president of J. Russell & Co., Inc., Holyoke, Mass., has been elected president of the New England Iron & Hardware Assn.

Mr. Russell follows in the footsteps of his late father, Robert H. Russell Sr., and his uncle, Stuart A. Russell, retired, as a president of the association.

Peter F. Bass, Decatur Hopkins Bigelow Dowse Co., Needham Heights, Mass. wholesaler, was elected first vice-president.

Robert T. Ryan, Cutter, Wood & Sanderson Co. is the new second vice-president.

Henry J. Lamb was elected secretary-treasurer.

The following were re-elected directors:

George R. Armstrong, G. R. Armstrong Mfrs. Supplies, Inc.; Mr. Bass; Charles F. Bragg II, N. H. Bragg &

Sons; M. Parker Butts, Butts & Ordway Co.; Allan H. Chase, Chase, Parker & Co.; James G. Corning, Emery-Waterhouse Co.; William A. Dean Jr., Waite Hardware Co.; James F. Donahue, Chandler & Farquhar Co.; Robert J. Pugsley, Hall & Knight Hardware; Mr. Russell; Mr. Ryan; Sidney J. Simons, S. Simons Hardware Co.; William K. Toole II, William K. Toole Co.; Edmund L. Walker, Edwards & Walker Co., and Alexander R. Walsh, Barker-Chadsey Co.

Federal Chemical Div. Names Sales Manager

Lyle Carney has been named sales manager, Consumer Products Div., Federal Chemical Co., Inc., Indianapolis.

Mr. Carney was eastern regional manager.

news in brief of

MANUFACTURERS' AGENTS

● Keil Lock Co., Charlestown, N. H.—Julian B. Rousey, Decatur, Ga., and Jack C. Morrow, Memphis, named manufacturers representatives. Mr. Rousey will cover Georgia, Alabama, northwest Florida and eastern Tennessee. Mr. Morrow will handle Mississippi and western Tennessee.

● Weldon M. Jacobs Co., Dallas.—Jorge von Holstein and Steve Stephenson additions to sales staff to assist in coverage of Texas, Oklahoma, Arkansas, Louisiana, Mississippi and western Tennessee.

Want more facts? Circle 135, p. 53

brief reports of

MANUFACTURERS' SALES STAFF CHANGES

- **Bentzinger Bros., Inc., St. Louis**—Recently appointed three representatives. Hugh Compton to Virginia and North and South Carolina; Al Kohne to eastern Missouri and southern Illinois; and Burt Kurland and Carl Zager of Kurland-Zager & Associates to Florida.
- **National Lead Co., New York**—Norman E. Olson, Kenneth E. Peters, Charles L. Novak and David A. Sonnenmair Jr., named divisional sales managers for the company's Titanium Pigment Corp. subsidiary. Mr. Olson will head the eastern division, Mr. Peters the central western division, Mr. Novak the New England division, and Mr. Sonnenmair the newly formed southwestern division.
- **Genova Products, Flint, Mich.**—Len Zemler, district sales manager, to direct sales in Louisiana, Arkansas, Oklahoma, Kansas, Missouri and Texas.
- **Ingraham Co., Bristol, Conn.**—Albert Mejia appointed district sales manager for Kansas City area of the Clock & Watch Division. Kent Clouser will represent the division in Florida.
- **Jacobsen Mfg. Co., Racine, Wis.**—James P. Brown, named district sales manager for Illinois, Indiana, Kansas and Missouri.
- **Wheatland Tube Co., Philadelphia**—Alfred W. Hill appointed representative for pipe products in Kansas, Iowa and western Missouri.
- **Velsicol Chemical Corp., Chicago**—Ronald S. Maxwell appointed agricultural sales representative for Georgia.
- **True Temper Corp., Cleveland**—Richard E. Panek appointed a regional sales manager in the hardware division. His territory will cover the southern portions of Texas, Mississippi and Louisiana.
- **Gibson-Homans Co., Cleveland**—Thomas J. McAlear has been named representative for Maine, New Hampshire and Vermont.
- **Ortho Div. of Chevron Chemical Co., San Francisco**—George Allen Pryhuber named sales representative for Dayton, Ohio area. W. H. Cunningham named salesman for St. Louis and portions of Missouri.
- **Borden Chemical Co., New York**—Richard H. Blagdon appointed regional manager for the Consumer Products Division, to cover metropolitan New York area.
- **Hamilton Cosco, Inc., Columbus, Ind.**—Russell Mahoney named marketing research manager for the Household Products Division. He was a market planner.
- **Imperial Knife Associated Companies, Inc., New York**—William R. Lenfestey appointed to new position of field sales manager. He was Midwest manager, promotional sales, for Corning Glass Works.
- **National Lock Co., Rockford, Ill.**—Alvin Hughes named distribution sales representative for eastern Pennsylvania and southern New Jersey.
- **Rubberset Co., East Newark, N. J.**—James F. Hackett Jr., named field sales manager. Clair L. Davis sales representative for Michigan.
- **Market Forge Co., Everett, Mass.**—G. A. Blaustein named field sales manager Consumer Products Division.
- **Rotex Div. of Avery Products Corp., Santa Ana, Calif.**—Donald A. Fayles appointed planning manager. He was a market research analyst for International Paper Co.



With waste makers who need more than one can, REEVES is the big name. The less affluent prefer REEVES quality, too, and they can afford it.

It's easy to move REEVES products in your store. Make up a display of gleaming REEVES refuse containers, tubs, trash burners, sprinklers and coal hods.

And when re-ordering, ask your distributor about REEVES galvanized roofing, roof drainage and heating products. Write EMPIRE-REEVES STEEL DIVISION, 125 Iron Avenue, Dover, Ohio 44622.

EMPIRE-REEVES STEEL

cyclops
CORPORATION

Want more facts? Circle 136, p. 53

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Attendance Reaches 50,000 at NHMA Show

(Continued from page 13)

the interesting new gift combinations.

Hard coat Teflon finishes were shown by most of the cookware manufacturers. These sturdy scratch resistant finishes ranged in color

from light grey and green to jet black and chocolate brown. The outsides of new pots and pans were highlighted in brightly hued enamelled coatings, patterns and wood inlays.

The merchandising emphasis for many of these cookware items will be on sets in gift packaging for brides or mothers.



Buyers jam registration desk at beginning of National Housewares Exhibit, held June 12-16, at Chicago's Amphitheatre.

Campbell To Purchase Tire Chain Inventory

Campbell Chain Co., York, Pa., has purchased all of the outstanding stocks of tire chains of Columbus McKinnon Co., North Towanda, N. Y.

According to A. A. Hally, vice-president, marketing, the acquisition includes only Columbus McKinnon's inventory of tire chains. No manufacturing facilities are involved in the transaction.

As the acquired chain inventory is sold out, it will be replaced with the regular line of Campbell products. This

will increase Campbell's present nationwide distribution network substantially, Hally said.

Mr. Hally also indicated that Campbell could handle the increase in manufacturing capability that would be generated as the acquired chain stocks were sold.

Next spring, Campbell will move into its new \$5,000,000 manufacturing facility in East York, Pa. In addition to its York, Pa. headquarters, Campbell also operates manufacturing plants in Burlington, Iowa, and Union City, Calif., with all making some 924 varieties of chain and accessories.

Keith-Simmons Plans To Build New Facility

The Keith-Simmons Co., Inc., Nashville, Tenn. wholesaler, has purchased an 11-acre tract in East Nashville to build a 220,000 sq. ft. center for its operations.

The new facility, which will be located between Davidson and Chutcher Sts., is expected to be completed by July or August of 1968.

Work on the \$1.75 million structure is to get underway in July.

Executive offices, showrooms, an employee lunchroom, a clinic and new computerized bookkeeping system are all to be part of the new building.

The new building will also have facilities for loading and unloading trucks on two ground levels—one at each end of the building—as well as a rail spur line.



Keith-Simmons Co., Inc.'s proposed new facilities in East Nashville, Tenn.

OBITUARIES



R. W. RIGGINS

R. W. Riggins

R. W. Riggins, 70, chairman of the board of C. M. McClung Co., Knoxville, Tenn. wholesaler, on May 29. Mr. Riggins became a director of McClung in 1956, the year he retired as manager of the J. C. Penney store in Knoxville. He was elected board chairman of McClung in August, 1956.

Bert Evans

Bert Evans, 61, a sales representative in the bicycle industry for 36 years. He began with Shelby Mfg. Co., later acquired by Cleveland

Welding Co., which in turn was acquired by American Machine & Foundry Co., Des Moines, Iowa.

Edward K. Pioner

Edward K. Pioner, 67, retired vice-president of sales for Sunbeam Corp., Chicago. Mr. Pioner, who died after a lengthy illness, joined Sunbeam's advertising department in 1924. In addition to being vice-president of sales, he was also a director.

John R. Keller

John R. Keller, 62, assistant treasurer, assistant secretary and director of the credit department of Oneida Silversmiths, New York. Mr. Keller was elected assistant treasurer in 1949 and became a director and assistant secretary in 1957.

Thomas O. Smith

Thomas Oscar Smith, 66, president and general manager of Dakota Hardware, Fargo, N. D. He was the son of C. O. Smith, founder of Dakota Hardware. Mr. Smith was elected president in 1941.

Winners Announced in 16th Annual Awards Program Sponsored by NIDA-SIDA Committee

The advertising and awards committee of the National Industrial Distributors' Assn. and the Southern Industrial Distributors' Assn. recently announced the winners in its 16th Annual Awards Program.

Nineteen manufacturers were the recipients of awards for outstanding promotion of the value of distributors' services in advertising and other promotional media.

Among the winners were Simonds Saw & Steel Div., Wallace-Murray Corp., Fitchburg, Mass., bronze plaque in Class I, magazine advertising; the Gates Rubber Co., Denver, and the Goodyear Tire & Rubber Co., Akron,

Ohio, bronze plaques in Class II, direct mail; the Jacobs Mfg. Co., West Hartford, Conn., Rockwell Mfg. Co., Pittsburgh, Skil Corp., Chicago, and J. H. Williams & Co., Buffalo, N. Y., bronze plaques Class III, catalogs; Sprayon Products Co., Bedford Heights, Ohio, Class V, other small promotional materials.

Awards of merit went to the Black & Decker Mfg. Co., Towson, Md.; Faultless Caster Co., Evansville, Ind.; B. F. Goodrich Industrial Products Co., Cleveland; Nicholson File Co., Greenville, Tenn.; Rust-Oleum Corp., Evanston, Ill., and the L. S. Starrett Co., Athol, Mass.



HERBERT P. LADDS JR.

H. P. Ladds Appointed Ames Co. V. P. Aide

Herbert P. Ladds Jr., has joined O. Ames Co., Parkersburg, W. Va., as an assistant to James Campbell, vice-president of sales.

He was engaged in marketing and field sales work for a major hardware manufacturing company.

HA Directory Issue Set For Publication

(Continued from page 12) countable man hours in gathering, compiling, checking and rechecking and organizing.

It employs the newest techniques in communications and catalog printing by using computers, Photon machines, photo-type, and high-speed web presses.

The end result is a completely accurate, year around reference guide for hardwaremen—all hardwaremen, whether they be manufacturers, wholesalers, buyers or sellers.

Its benefits are obvious. To manufacturers it provides maximum product exposure, either in listings or advertisements, or both, to the people who count—the wholesaler, buyer, dealer readers of Hardware Age.

It provides wholesalers with the source of product supply, by brand name, as well as the manufacturer's name, address and phone number. It also lists the wholesaler's name, address, and phone number, by state and city for the convenience of their customers.

For the buyer or dealer, it provides a thorough, complete listing of every product distributed through hardware channels, including brand names, who makes it, and the data needed to contact the wholesaler or manufacturer.

Dates Announced For Wholesalers' Shows

Barrett Hardware Co., Fall Buying Market, Oct. 18-19, at company headquarters, Henderson Ave. and Jackson St., Joliet, Ill.

Bay Cities Wholesale Hardware Co., Inc., Fall and Christmas Show, Aug. 27, San Mateo Fair Grounds, San Mateo, Calif.

Decatur Hopkins Bigelow Dowse Co., Fall Show, Sept. 17-18, New Ocean House, Swampscott, Mass.

J. W. Murchison Co., Fall Merchandise Show, Aug. 12-13, at the company offices, 75 Lullwater Drive, Wilmington, N. C.

Odell Hardware Co., Fall Merchandise Show, Aug. 9-10, at company showroom, 1010 Scott Ave., Greensboro, N. C.

Schafer Co., Inc., Winter and Christmas Dealer Show, Aug. 2-3, Community Center, Decatur, Ind.

Townley Metal and Hardware Co., Hardware and Housewares Market, Aug. 13-14, at Inter-Mountain Division, 4747 Ivy St., Denver. Hardware and Housewares Market, Sept. 10, at company headquarters, Third and Walnut Sts., Kansas City, Mo.

Zork Hardware Co. of New Mexico, Dealer Show, Sept. 9-10, at the company's warehouse, 1414 12th St., Albuquerque.

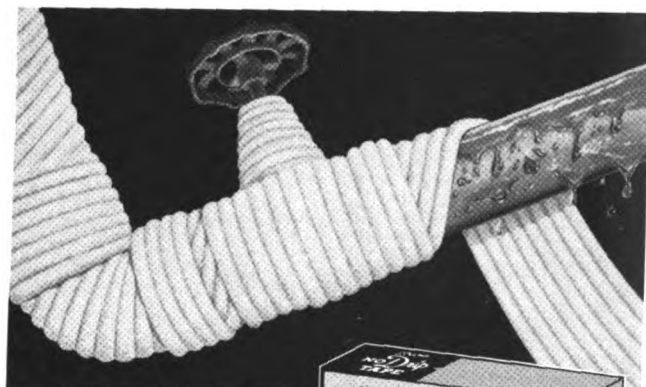
Two New Appointments At Johnson & Johnson

Giles A. Vigneault has been named product manager at the Permacel Division of Johnson & Johnson, New Brunswick, N. J.

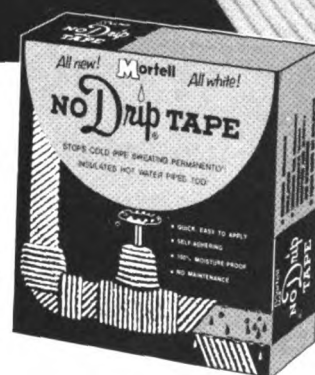
John F. Bell has been named assistant product manager.

Mr. Vigneault will be responsible for silicone rubber products, and Mr. Bell for the plastic electrical and Teflon product groups.

All New...All White NO Drip TAPE



**Stops pipe sweating forever.
Outlasts the pipe itself!**



NEW WHITE COLOR. Most attractive tape ever invented for stopping cold water condensation drip. An entirely new formulation with improved insulating quality!

MOST EFFECTIVE INSULATION TAPE EVER INVENTED—gives 100% protection against moisture. Unlike fiber tapes, it can't rot, can't deteriorate. Prevents heat loss, too.

EASIEST TAPE TO APPLY. Self-adheres to pipes without tools, fasteners or bands. Completely covers valves, tees and joints in minutes.

CAN BE PAINTED ANY COLOR. Makes pipes "disappear" in basement recreation rooms.

MORTELL NoDRIP TAPE IS THE ONLY "PRE-SOLD" insulating tape because it is the only Nationally Advertised brand.

NEW LIST PRICE \$1.89 ROLL
Stock #NDT-16 12 rolls/ctn.,
Dealer Cost less 40% \$13.61 ctn.,
16' roll covers 15 ft. 1/2" O.D. pipe

FOR BIGGER JOBS—big pipes, ducts and tanks, you'll want to recommend Mortell NoDrip Coating. Same permanent protection against condensation. Comes in 1, 5 and 55-gallon containers.



Another New Idea from

Mortell
COMPANY • KANKAKEE, ILL.
DETROIT, MICH. • PERTH AMBOY, N.J. • GRIFFIN, GA.
Technical Coatings for Home and Industry Since 1895

Want more facts? Circle 137, p. 53

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Devonshire Assumes Columbus McKinnon Post



W. H. DEVONSHIRE



D. S. BRISBIN

William H. Devonshire became vice-president-sales and a director of Columbus McKinnon Corp., Tonawanda, N. Y., June 15 as Don S. Brisbin relinquished his responsibilities as vice-president in charge of sales (see story on page 13, June 15 issue of HA). Mr. Brisbin will continue as vice-president and director.

American Hardware Holds 57th Annual Show



Over 2,000 dealers and buyers attended the 57th annual Toy, Gift, Fall and Winter Merchandise Show of the American Hardware Co., Butler, Pa. dealer-owned wholesaler, at the Farm Show Building in Harrisburg, Pa. The show covered 65,000 sq. ft. of display space with manufacturer representatives from 300 sources of supply on hand to assist the dealers in making their purchases.

G. M. Lippe Named To Kason Hardware Post

George M. Lippe has been named to the newly created position of marketing director for the Room-ware Div. of Kason Hardware Co., Binghamton, N. Y.

Mr. Lippe will be responsible for the distribution of Kason's do-it-yourself adjustable shelving on a nationwide basis.

USM Fastener Company Names Product Manager

Donald D. Doerge has been named product manager for AMMA Fastening Systems,

USM Fastener Co., a division of United Shoe Machinery Corp., Shelton, Conn.

Mr. Doerge was Midwestern sales manager of Enerpac Division, Blackhawk Industrial Products Co.

Elanco Products Co. Names Market Director

D. S. Geiser has been appointed director of marketing for Elanco Products, a division of Eli Lilly & Co., Indianapolis.

Mr. Geiser joined Eli Lilly in 1955. He was manager of agricultural products merchandising.

D. A. Wolf To Succeed Gerberding at HWI

Don A. Wolf, dealer service manager, will succeed Arnold H. Gerberding, the founder, as executive vice-president and general manager of Hardware Wholesalers, Inc., Fort Wayne, Ind., on Oct. 1.

Mr. Gerberding will remain as a consultant to the board of directors. In recognition of his efforts in founding HWI, Mr. Gerberding has been named vice-president, emeritus.

Sunbeam Corp. Lists Three New Promotions

Robert F. Draper, president of John Oster Mfg. Co., Milwaukee, has been elected executive vice-president of the parent company, Sunbeam Corp., Chicago.

Gerald S. Parshalle, president of Sunbeam Corp. Ltd., Toronto, Canada, has been elected to succeed Draper as president of Oster.

Russell S. Isnor, Sunbeam Products plans manager, has been named to succeed Parshalle as president of the Canadian subsidiary.

Circle F Industries Sponsors Art Exhibit

Circle F Industries, Trenton, N. J., has become the first corporation to sponsor a fine arts exhibition at the New Jersey State Museum with its "Focus on Light" exhibit.

Circle F Industries is sponsoring the exhibition as a community service. "Focus

on Light" features light structures, paintings, drawings and prints by artists. It spans a century and a half and includes 115 works of art. Light is the unifying theme.

Waynesboro Play To Summer Sell

District manager selected areas of the company attended the Summer Play at the Waynesboro Plant of Hupac, Waynesboro, Ga.

Among those who attended were John W. Jewell, C. Pope, Bill H. MacAl H. Hudson and Lazewski. W. Frank company president, R. MacDowell, general manager. Perfection heaters reviewed the full line of heaters.

Alco Standard Buys Tempo Products Co.

Alco Standard Corp., Philadelphia, has acquired Tempo Products Co., Cleveland.

Tempo will continue the leadership of John Kaiser, president, and R. Elliott, vice-president. He will be the first and company in a newly formed group of Alco's divisions.

Rockwell Names Bence

Fred J. Bence has been named to the new position of area service manager for the power tool division of Rockwell Mfg. Co., Pittsburgh. He will be headquartered in Atlanta.

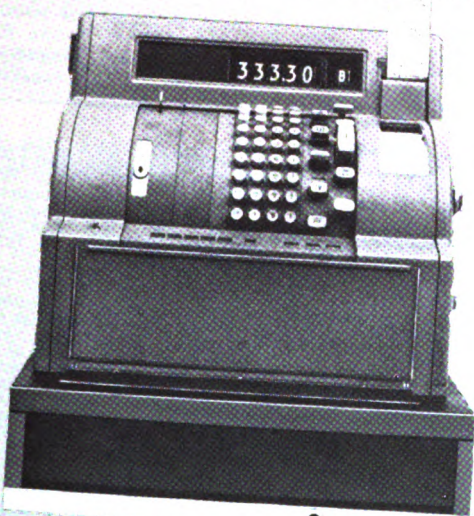
Orgill Bros. & Co. Opens '67 Toy Season



Orgill Bros. & Co., Memphis wholesaler, kicked off its 1967 toy season recently with a meeting attended by the company's salesmen. After laying out plans and programs for the year, the salesmen were shown the company's new toy sample room which has over 3,000 toys on display. The display will continue through Nov. 1.

\$595

SUPER RECONDITIONED NATIONAL CASH REGISTERS APPROXIMATELY 1/3RD NEW MACHINE PRICE



Phone Collect for Customized Keyboard ideas. Some suggested totals: Cash — Charge — Received on Account — Clerks — A B D E, Department Totals: Paint — Housewares — Sporting Goods — Rentals — Tax etc. 1 to 8 drawers available. A number of chains have purchased cash registers producing punch tapes at point of sale. There temporarily exists a supply and demand condition enabling you to purchase registers presently for **only \$595.00**. This machine has four department totals plus a group total. It issues an itemized slip with your store name on it. We can custom complete this machine for your store requirements. If you are interested in a register, or expect to be in the near future, we sincerely recommend this machine for your consideration. It has been reconditioned and carries our usual one year guaranty both as to parts and labor. Please telephone "Collect" 212-784-7790 — should you have any further questions. NCR Registers up to 15 totals One to Eight drawers. NCR Registers priced from \$119.50.

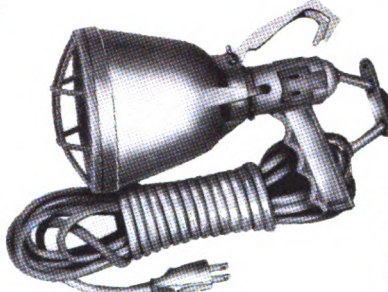
AAA ADDING MACHINE COMPANY, INC.
26-09 JACKSON AVENUE, LONG ISLAND CITY, N. Y. 11101

Want more facts? Circle 138, p. 53
HARDWARE AGE, July 1, 1967

SNAPIT® for the COMPLETE ELECTRICAL DEPARTMENT



FILM-PAK DEVICES MODULAR ASSORTMENT



NEW UNBREAKABLE PISTOL-GRIP TROUBLE LIGHTS



FULL RANGE DIMMER SWITCHES AND SOCKETS



LOW VOLTAGE OUTDOOR LIGHTING SYSTEMS

For full details and descriptive literature write to: —



110 VOLT OUTDOOR LIGHTING FIXTURES

CABLE ELECTRIC PRODUCTS, INC., PROVIDENCE, R. I. 02907

Want more facts? Circle 139, p. 53

Classified Opportunities Section

CLASSIFIED ADVERTISING RATES

**Help Wanted, Accounts Wanted
Business Opportunities**
Representatives Wanted, etc.
Set solid, 50 words or less.....\$6.00
Each additional word......12
Positions Wanted, Businesses for Sale
(Special Rate) set solid, 50 words or
less.....\$3.00
Each additional word......06
Allow Seven Words for Keyed Address
or Your Address

BOXED DISPLAY AD RATES
\$9.00 per column inch
5% discount allowed for 4 or more consecutive insertions of Boxed Display Ads.
Cuts or special borders not accepted.
Address your correspondence and replies to
HARDWARE AGE
Classified Opportunities Dept.
Chestnut & 56th Sts., Philadelphia, Pa. 19139

NOTE: Samples of merchandise, literature, catalogs, etc., will not be forwarded to box number advertisers, unless accompanied by sufficient postage for remaining.

No agency commission allowed.

HARDWARE AGE is published on the 1st and 15th of each month. Classified forms close 3 weeks prior to publication date.

Remittance must accompany order in form of check or money order, payable to **HARDWARE AGE—Classified Section**, not currency or stamps.

REPRESENTATIVES WANTED

Sales opportunity for experienced Wholesale Hardware Salesmen to join a Sales Force. Territories NOW OPEN!
Contact V. A. Snow, Director of Sales, Van Camp Hardware & Iron Company, Inc., P. O. Box 1094, Indianapolis, Indiana.

IF you are a struggling young rep in your thirties; IF you have lots of ambition but little experience; IF the income from your present lines is just about adequate but not spectacular; and IF your present territory includes either Massachusetts, New York State, or Pennsylvania, then you might be interested in working with a highly successful rep who is beyond his thirties; has a great deal of experience; and now represents nationally advertised lines. Reply to
Box 616, c/o **HARDWARE AGE**,
56th & Chestnut Sts., Philadelphia, Pa. 19139

REPRESENTATIVES FOR KEY CITIES WANTED, for aggressive sales representation to Hardware, Department, Variety, discount, etc. Good commissions, excellent repeat, open territories. Looking for concentrated coverage for key cities. Give background and localized territory. Reply to
Box 635, c/o **HARDWARE AGE**
56th & Chestnut Sts., Philadelphia, Pa. 19139

Representatives wanted with strong following in the states of North Carolina, South Carolina, and Georgia, for promotional line of metal and glass combination gift-housewares. We pay a high rate of commission, have a jobber set-up and have established major accounts in this state. Reply to Farber & Shlevin, Inc. 252 Norman Avenue, Brooklyn, N.Y. 11222.

AGGRESSIVE SALESMAN—We are a sponge and chamois warehouse for the sponge fisheries and chamois tanneries, selling direct to all outlets in our industry; hardware, paint, department stores, industrials, chains, discount stores, etc. Desire representative to call on **RETAIL TRADE**. High type man can maintain regular five figure income per year from liberal commission payments. Reply to Box 302, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

**EXPERIENCED
HARDWARE SALESMAN**
Excellent opportunity for Industrial and Wholesale Hardware Salesman to sell in Eastern Pa., Md., and D.C. for Manufacturer's Representatives of twenty years standing. Manufacturer's warehouse stocks available locally for prompt filling of orders. Only those with following who know tools, hardware and fastener lines need apply. Growth opportunity for mature, experienced, conscientious salesman with car. Expenses and salary plus commission. Send resume giving sales experience and personal qualifications. William Robinson Company, Tomkins Tidewater Terminal—Bldg. #5, Kearny, New Jersey. 07032

Manufacturer, well established, with promotional line of Aluminum, Chromium, and Solid Brass Gift-Housewares, has openings in Pennsylvania, New York State, Mountain States, Pacific Northwest, Virginia, and West Virginia. Reply to: Box 634, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

REPRESENTATIVES WANTED

REPRESENTATIVES WANTED. EXCELLENT LINE for sales representatives calling on the retail trade in hardware, department, variety and chain stores. Item has excellent repeat business! Good commissions. Write giving territory and background. Some choice areas open.

Midwest Plastics Incorporated
956 Prosperity Ave., St. Paul, Minn. 55106

MANUFACTURER'S REPRESENTATIVES, selling to Discount & Variety Chains, Automotive and Hardware Jobbers, for our extensive line of promotional hardware and tools. Territories available:
**MOUNTAIN STATES, ARIZONA & NEVADA.
PUERTO RICO AND VIRGINIA**

Please submit resume of your company as well as lines carried. Mr. Norman H. Cohen, Hi-Test Premier, 361 Broadway, New York, New York 10013

SALES OPPORTUNITY

Progressive paint and chemical aerosol manufacturer seeks sales representatives for expanding promotional and competitive line. Choice, protected, territories open. Reply to

Box 632, c/o **HARDWARE AGE**
56th & Chestnut Sts., Philadelphia, Pa. 19139

Manufacturers' Representatives Wanted T.A.P.E.S. If you are calling on Wholesale companies we need you to represent us. We have a complete line of high quality, pressure sensitive tapes, such as, Vinyl Plastic Electrical, Masking Tape, Duct Tape and many others with liberal commissions. We are well established in the South and South East. Territory open in other sections. Reply to Box 633, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

Representatives wanted now calling on retail hardware stores, variety stores, department stores, chain stores, etc. to carry one item. A patented toilet tank ball that works on a new system that eliminates the need for perfect alignment. The only one of its kind on the market. Several territories open. Good commission. Write regarding territory covered, lines carried. Gresham Products Company, Box 75410, Oklahoma City, Oklahoma. 73107.

SALESMAN PLUMBING & HEATING SPECIALTIES

Sell for Plumbing Specialty firm nationally established over 25 years. Exclusive Territory. Replies held confidential. Akron Supply Company Incorporated, 216 Grand Street, Brooklyn, New York. 11211.

Wholesale Hardware Sales high school graduate. Age 23-32, military requirements fulfilled. To work on sales desk and in office to qualify for lifetime job as outside salesman calling on retail dealers in Central Florida. I. W. Phillips & Company, Morgan and Bell Streets, Tampa, Florida 33601.

Complete, quality mail box line, competitively priced. Many territories open. Reply to: Box 626, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

REPRESENTATIVES WANTED

SOME TERRITORIES STILL OPEN FOR OUR CERAMIC BATHTUB EDGING TILE LINE. HOTTEST ITEM ON THE MARKET TODAY. SEND ALL PARTICULARS FIRST LETTER.

JES TILE
1429 E. 46th Street
Brooklyn, New York 11234

Calling on retailers? Choice established territories available on leading line of stick-on letters and signs, plastic and aluminum. High commission, great repeat and mail order business, progressive company management. IF YOU HAVE ROOM FOR MAJOR LINE, write in complete detail.

Box 622, c/o **HARDWARE AGE**
56th & Chestnut Sts., Philadelphia, Pa. 19139

SELL SCISSORS, Hot Drop Forged, 17 models on a pegboard display retailing for \$1.79 any size. Sell Direct to dealers and also to distributors. Make top commissions in protected territory. Send resume and names of your present connections. Sammann Company, 701 West 6th St., Michigan City, Indiana 46360. OUR 32ND YEAR.

Manufacturers' Representative with excellent lines needs commission men for, Western Pennsylvania, West Virginia, and all sections of Ohio. If you call on any of the following Hardware Wholesalers, Hardware Retailers, Wholesale Garden Suppliers, Garden Centers, Discount and Furniture Stores, please write at once to Box 625, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

ACCOUNTS WANTED

CALIFORNIA, NEVADA AND ARIZONA

Long established manufacturers representative firm with two top lines, selling every major jobber in the territory, very strong in hardware and garden supplies, seeks a top progressive manufacturer with potential volume. Reply to

Box 418, c/o **HARDWARE AGE**
56th & Chestnut Sts., Phila., Pa. 19139

SALES AND MARKETING SPECIALISTS
Offer complete and conscientious coverage to New York Metropolitan market. Seek lines to wholesalers, Department stores, Food chains, and Paint, hardware, variety, people. Also available, warehouse, showroom and office space. Fully qualified to take over existing programs. Reply to Box 620, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

Due to present lines already established professional Manufacturer's Representative desires one prestige line for the state of Ohio. Selling direct to garden centers if your product has merit with great potential please acknowledge this advertisement, Box 514, c/o **HARDWARE AGE**, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

ACCOUNTS WANTED

Consistent, Conscientious and Complete Coverage.

Metropolitan New York and New Jersey.

BOBROW-LEWELL ASSOCIATES, INC.
175 FIFTH AVE.

New York, New York 10010 ORegon 4-4540
We Get Results

Well Established Sales Organization, 3 men. Many years experience, offering the manufacturer complete coverage in Hardware, Housewares & Garden field, and all classes of Chain Store Operations. Metropolitan New York & Northern New Jersey. Reply to Box 629, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139

OHIO AND WESTERN PENNA.

Long established manufacturers representative firm selling every major jobber in territory needs to replace one major line. Strong in Hardware and Industrial Distribution. Reply directly to:

J. W. TOBIN COMPANY

(Cleveland Office)

6425 Christman Drive, North Olmsted, Ohio 44070
Phone: Area Code 216/333-0142

SALES and WAREHOUSING

Washington—Oregon—Idaho—Alaska covering all segments of hardware distribution. Resident men Seattle & Portland. Full warehousing facilities with rail siding. Reply to:

WARNER and GEHRING

84 S. Holgate Street, Seattle, Washington 98154
(206) 682-2450

BUSINESSES FOR SALE

HARDWARE STORE FOR SALE—In North Dayton, best prospective area in town. Established 20 years. Seven more years on ten year reasonable lease, low rent, approximate volume \$75,000. Will sell at inventory plus fixtures. Owner must sell due to health reasons. Reply to Box 617, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

HARDWARE STORE with Furniture, Lower Yakima Valley. In business thirty years. Owner wants to retire. Two bedroom apartment 2nd floor. \$15,000 covers present low inventory and down on building. Located Main Street, small town, growing community, adjacent to atomic area. Business good. P.O. Box C, Granger, Washington, or Phone UI, 4-3268.

BUSINESSES FOR SALE

Profitable hardware business for sale in Southwest Florida. Lease or buy property, established 20 years. Terms can be arranged. Owner has other interests. Reply to: Box 515, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

For Sale: Hardware business in Philadelphia suburb. Very good turnover. Last year's profits after expenses—\$20,000. Inventory over \$50,000. Will sell for less than inventory. Owner retiring. Reply to: Box 513, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

For sale suburban hardware, lawn and garden equipment store. Northern Ohio. Average inventory 65,000, sales 1966—200,000. Real estate for sale or lease. Reply to: Box 630, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

For Sale: Retail Hardware in County Seat town, Hill City, Kansas. Located at the intersection of Highways #24 and #283. Large trade area, farming and oil. Inventory consists of Hardware, Housewares, Giftwares and Paint. Inventory and fixtures exceeds \$50,000. For information contact: Mrs. Irene Scott, at Ben's Hardware, 305 West Main, Hill City, Kansas. 67642.

Metal Giftware Factory established for almost 40 years. Located in metropolitan New York. Sales of about \$200,000 with potential and facilities for over a million dollars. Reply to Box 627, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

HARDWARE STORE FOR SALE—In Upstate New York expanding community; Business established since 1894—Three story building on Main Street across from public parking area. Reply to: Box 611, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

BUSINESS OPPORTUNITIES

SALES AND MARKETING SPECIALIST CONSUMER PRODUCT — HARD GOODS Fully qualified to administrate existing marketing programs, and to pursue new product development. Will invest in well established business, must have good history of profits, or successful sales agency. Reply to Box 621, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

HELP WANTED

SALES MANAGER

Prefer manufacturers representative. Growing Chicago manufacturer of hardware, housewares and lawn & garden specialties will create opening for a manufacturers representative having executive ability and time to handle Chicago contacts and work with field reps. Right man can earn substantial interest in our business as Sales Manager. Reply to: Box 624, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

Buyer Hardware Metropolitan New York Wholesaler. Send Full Particulars including salary requirements. To: Box 521, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

POSITIONS WANTED

CONTROLLER - BUYER, executive, retail chain operation, buying, merchandising, store management, etc. College graduate, desires salary position with a challenge. Relocation California area. Top references available. Reply to: Box 628, c/o HARDWARE AGE, 56th & Chestnut Sts., Philadelphia, Pa. 19139.

Do You Want To—

- Sell or buy a store
- Represent new accounts
- Hire experienced hardware personnel
- Dispose of surplus stock—distress inventory—job lot merchandise
- Get sales representation for your line
- Get a job in the Hardware field

THEN—

**Tell It To the Trade
In The Classified
Advertising Pages
Of HARDWARE AGE**

Classified Ad Dept.

HARDWARE AGE

**Chestnut & 56th Streets
Philadelphia, Pa. 19139**

MARSHALLTOWN TROWELS

Want more facts? Circle 140, p. 53

Makes perfect patterns of anything!

New list price only \$5.00

Fool-proof, easy to use, durable. Unequalled at any price. See your wholesaler or write.

#260
Template
Former

C. S. Osborne & Co., 125 Jersey Street, Harrison, N. J. Quality since 1826

Want more facts? Circle 141, p. 53



Index to Advertisers

When this mark (★) . . . appears in the index below, it identifies an advertiser whose Catalog of Products appears, for buyers' convenience, in the Hardware Age "Who Makes It" Merchandise Directory Issue dated July 21, 1966. You will find additional information on a company's product in these catalog-advertisements.

This Index to Advertisers is published as a convenience and not as a part of the advertising contract. Every care is taken to index correctly. No allowance will be made for errors or failure to insert.

A		E		J		K		M		N		O		P		R		S		U		V		W	
AAA Adding Machine Co.	99	E. I. duPont de Nemours & Co., Inc.		★Jacuzzi Brothers	93	Kimberly-Clark Corp.	83	★Mansfield Sanitary, Inc.	IBC	National Hardware Show	49	★Osborne & Company, C. S.	101	★P & C Tool Co., Inc.		★Rugg Mfg. Co.		★Schrade Walden Cutler		★United Shoe Machinery		Val-A Company		Western Exhibitors Gift Shows	
Allstate Insurance Co.	2	Industrial Finishes—Teflon	66-67	Jefferson Screw Co.	70(D)(R)			★Marshalltown Trowel Company .	101			★Ox Fibre Brush Company	11	Div. Pendleton Tool Ind.	85			★Skod Company						★Western Wire Products Co.	
★American Chain Div.		E. I. duPont de Nemours & Co., Inc.		Johnson Co., S. C.	93			Master Lock Company	7					Peerless Faucet Company	16			Slaymaker Lock Company						Winchester Western-Olin	
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Cable Electric Company	99	Davis Plastics Co., Joseph	87																						
Coastal Abrasive & Tool Co.	BC	★Devcon Corp.	74-75																						
		★Dow Corning Corp., Con. Prod. Div.	89																						



"PENN STATE" SAWS

PENNSYLVANIA SAW CORPORATION YORK, PA.

Want more facts? Circle 142, p. 53




**AMERICA'S
BEST SELLER**

DOMES OF SILENCE

**FOR MORE
THAN 50 YEARS**



RUBBER CUSHION GLIDES

Wonderful for all wood and metal furniture. Glide softly, silently, smoothly. Set of 4 on a 3-color card. 6 sizes, 1/4", 3/8", 1/2", 1 1/16", 1 1/4", 1 1/2". 12 cards to box.



Bakelite Caster Cup



Adjustable Rubber Cushion Glide



Rubber Expander Tubular Glide



Adjustable Tubular Spring Type



Rubber Crutch Tip



Monopoint Single Prong Glide



Bakelite Furniture Rest

PROMPT SHIPMENT

Ask your jobber, if he is not supplied, write

ROBERT E. Miller

& COMPANY INC. 35 Pearl Street, New York, N. Y. 10004

Want more facts? Circle 143, p. 53

Mansfield 09 "BEAVER" BALLCOCK

quality construction • competitive price

America's fastest selling replacement ballcock

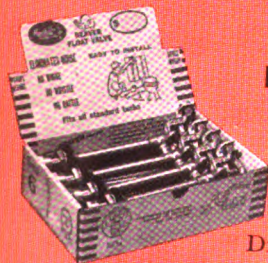
Mansfield 09 "Beaver" is a really outstanding value. It offers features usually found only in the most expensive ballcocks... possesses a quality appearance that has instant customer appeal. No wonder it is America's fastest selling replacement ballcock.

Compare these "Beaver" features...

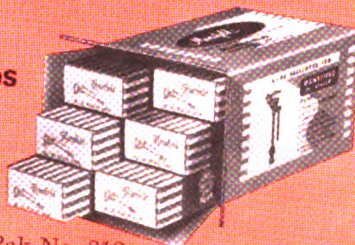
1. Quality construction at competitive price.
2. Excellent appearance with smooth finish, clean heavy red brass casting and seamless copper, split-proof tubing.
3. No burrs. No sharp edges.
4. Precision machined parts.
5. No whine, whistle, squeal or rattle.
6. Split leather washer prevents squirting.
7. Smooth, flat seating — no screw in the plunger.
8. Lifetime nylon valve seat.
9. Compound lever action. No rivets or links to etch away.
10. Positive opening and closing at all pressures.
11. Attractive, colorful packaging in sturdy corrugated boxes and display paks.

Order No.	Description	Approx. Weight, Lbs.
09B	Ballcock with brass plunger, copper hush tube, 8" float rod and re-fill tube, rubber "V" gasket, cast red brass nuts and coupling nut washer. Slip joint washers supplied at no charge. Packed bulk, 24 to a carton.	28
09D	Same, with die cast nuts.	27
09BP	Same, PVC hush tube.	26
09P	Same, with PVC hush tube and die cast nuts.	25
09DP	Same, with nylon plunger, PVC hush tube and die cast nuts.	24
09RS	¾" x 2¼" repair shank with regular flange.	

All 09 Ballcocks are also available in individual boxes, boxed 6-paks and display paks.



Boost 09 Ballcock Sales and Profits with Mansfield 6-Paks



Display Pak No. 207

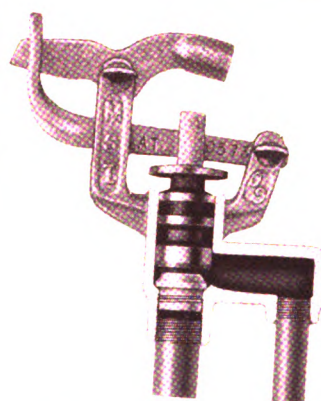
6-Pak No. 212



MANSFIELD SANITARY, INC.

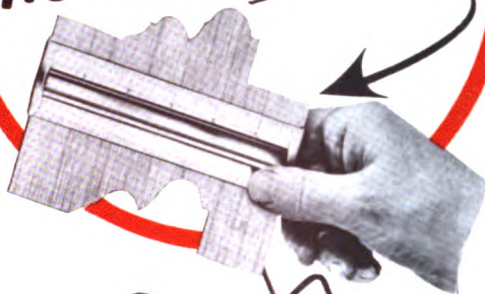
PERRYSVILLE, OHIO 44864

Want more facts? Circle 700, "Third Cover Ad," p. 53 Digitized by Google



Internal view of 09 Ballcock shows how compound leverage assures positive opening and closing.

Here is where
the ACTION is!



COPY-CAT CONTOUR GAGE

NOW YOU CAN MATCH
AND OUTLINE ANY
IRREGULAR SHAPE

INSTANTLY

COASTAL

EASY TO USE



JUST PRESS AGAINST CONTOUR



PICK UP EXACT COPY



FOR A PERFECT MATCH



IT'S THAT SIMPLE! NO TOOLS REQUIRED!

COASTAL

COASTAL ABRASIVE
AND TOOL COMPANY, INC.
P.O. Box 337
Trumbull, Connecticut 06611

COASTAL COPY-CAT

action display

If you want sales action on the Copy-Cat Contour Gages, get this operated action-display. A moving wire rack lifts the simulated Copy-Cat on a wooden molding. Show customers how the Copy-Cat Contour Gage matches and holds an irregular shape.

A wire rack holds 8 Copy-Cat Contour Gages, each bubble-packed, on top of the display. Right where the action is for show and sell. Best of all, the action display is FREE. You pay for the Copy-Cats.

Be sure to get in on the action. Order your No. 4578 Action-Display today!

No. 4578 ACTION-DISPLAY (Wt. 5 lbs.)

8 Copy-Cat Contour Gages	@ \$5.00	\$40.00
Battery-operated display		FREE
Your cost		\$24.00

Your profit—40%

\$16.00